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THE NATIONAL NEWSPAPER OF MARKETING

Prove Magazine 'Spectaculars' Are Worth Cost, Ewen Challenges MPA

Editorial Specialization Is Key to Effectiveness of Ad, Weir Tells Group

WHITE SULPHUR SPRINGS, W. Va., May 5—The problems of magazines in editorial, advertising and management areas held the center of the stage at the Magazine Publishers Assn. meeting here yesterday, as magazines were praised for their selectivity and criticized for their lack of reporting knowledgeability.

■ William Ewen, director of advertising and promotion, Borden Foods Co., told the publishers that spectaculars in print had raised some questions in advertisers' minds: What does the reader think about them? Are they easier to read? Do they make advertising more, or less, interesting? If they're good, why aren't they used for editorial?

He asked for more facts on readers, particularly facts related to the company's marketing objectives.

■ Then he turned to rates: "[Advertisers] are disturbed over the steady climb in costs per unit of circulation. Is it becoming less economical to pile more on top of what you have? Are readers paying their fair share of the costs of publish-

(*Continued on Page* 68)

Von Tress Reports '58 Gloom Turns to Brighter Prospect in Early '59

WHITE SULPHUR SPRINGS, W. VA., May 5—Last year was a dismal year for magazines, but 1959 promises a renaissance. These facts shone in the discussions of the Magazine Publishers Assn. here today.

Just how bad 1958 was came into focus in the report of James B. Kobak, partner in J. K. Lasser & Co., who found in conducting the MPA surveys that:

• 38% of all magazines lost money in 1958.

• 65% showed less profit or a higher loss.

• Of the 62% which made a profit, the average profit dropped from 9.1% to 6.5% before taxes.

■ As if to offset Mr. Kobak's report on last year, E. C. Von Tress, senior vp of Curtis Publishing Co., who presided over the Magazine Advertising Bureau's portion of the program, emphasized the resurgence of magazines.

"There's a new spirit evident in magazines," he said. "Linage is up, and revenue is up. The magazine business is in a fighting posture—not fighting with each

(*Continued on Page* 110)

KRAFT'S NEWEST—*This color page in Life June 21 will introduce four Kraft Foods products nationally—pineapple and strawberry toppings and chocolate and vanilla caramel sauces.* (*Story on Page* 8.)

Ad Embassy Is Seen as $600,000 Project: Feemster

'Poppy Day' for 500,000 in Industry May Finance Setup; AFA Weighs Plan

CLEVELAND, May 6—Proposals to build the Advertising Federation of America into a lighthouse and signal tower for the entire advertising industry were disclosed to ADVERTISING AGE here by Robert M. Feemster, AFA board chairman.

Mr. Feemster said the suggestions being considered by AFA leadership call for:

• A "substantial increase" in AFA's Washington staff and the work there.

• A budget three times larger than the $200,000 now spent annually on all AFA activities.

• A saturation canvass for the money required, possibly soliciting

(*Continued on Page* 8)

$6,000,000 Dristan Account Shifts to T-L

Frazee Seen Moving From Houston to Bigger Tatham Office in N. Y.

NEW YORK, May 8—A sudden and mystifying account switch—the $6,000,000 plus Dristan business—was completed yesterday when Tatham-Laird announced that it had been named to handle that Whitehall Laboratories account, "resigned" six days earlier by Bryan Houston Inc.

One of the major account switches of the year—and probably the largest-billing single drug product to change agencies in some time—the move was a shocker for two reasons:

• In a business notorious for rumors, there was no public inkling of the impending change until last week's terse one-sentence resignation by Bryan Houston.

• The meteoric rise of Dristan in the proprietary field is one of the spectacular marketing successes in recent drug history. A test product originally called Drial nasal mist, it had been handed around from one agency to another before arriving at Houston late in 1957.

Currently, Dristan sales are estimated to be in the neighborhood of $25,000,000 annually. In about a year, it had moved from nowhere into virtually 50% of the total cold remedy market. It is gaining high-volume food store distribution at a furious pace, which some observers think may hit 60%-70%.

■ The Tatham-Laird announcement said the agency would expand its New York office—until

(*Continued on Page* 111)

Borg-Warner's Corporate Ads Go to Clinton Frank

CHICAGO, May 7—Borg-Warner Corp. today moved its $1,250,000 corporate advertising account from J. Walter Thompson Co. to Clinton E. Frank Inc.

"Borg-Warner believes that an aggressive and creative agency such as that of Clinton E. Frank Inc. is best equipped to interpret to the public the dynamic growth and diversification of our corporation," said Roy C. Ingersoll, board chairman.

"Borg-Warner today is a leading contributor of products to the home building, automotive, air conditioning, household appliance, chemical, petroleum, aircraft, electronics and nucleonic industries. We are convinced that new ideas and fresh concepts in advertising are required to emphasize Borg-Warner's expansion in these and other major fields of manufacturing and marketing."

■ Donn Sutton, director of public relations and advertising, told ADVERTISING AGE that 25 agencies were screened and interviewed by Borg-Warner officials. Although

(*Continued on Page* 110)

Media Bashful; P.O. Doesn't Love 'Lady Chatterley'

P.O. 'Retains' Copies of Book; Publisher Postpones Mail Drive

NEW YORK, May 7—"Lady Chatterley's Lover," a novel which has had a stormy history since it was privately printed in Florence in 1928, was causing trouble in the advertising business this week.

The trouble centered around whether advertising for the novel could properly be mailed.

Grove Press published an unexpurgated version of the novel, and has mailed and shipped—without interference—some 30,000 copies. The novel's publication date was May 4. This version is the 1928 version, which was banned by U.S. customs authorities in 1929 and in a supplementary action by the Post Office.

Earlier and abridged versions of the novel have been published here since that date without difficulty.

■ Advertisements for "Lady Chatterley's Lover" appeared in the book sections of the *New York Times* and *Herald Tribune* and in *The New Yorker*, *The Reporter* and *The Saturday Review*.

Meantime, the Post Office Department seized 164 copies of the book, questioning the "mailability" of the novel on grounds of ob-

(*Continued on Page* 107)

New Anti-Trust Law May Hit Canada Admen

Government 'Concerned' With Competition Threat, Justice Minister Tells ACA

(*For other ACA news see Page* 56)

TORONTO, May 5—Perhaps the biggest conversation piece of the convention of the Assn. of Canadian Advertisers, which ended here today, was a speech by Canada's attorney general, who hinted broadly that upcoming amendments to the anti-trust law would affect the advertising industry.

Edmund Davie Fulton, Minister of Justice and Attorney General, supplied no details about the forthcoming legislation, which is now in the planning stage. He reminded advertisers of their responsibility "to exercise self discipline, restraint and judgment as to what is in the public interest, rather than what is merely in your own self interest."

He told the ACA, whose 168 member companies boast a combined national ad budget of over $180,000,000—in an economy where perhaps $225,000,000 is spent on national advertising—that the industry "cannot escape a heavy responsibility for self discipline.

■ "There are certain areas," the government official declared, "where advertising is of concern to the combines branch [anti-trust division] because of its definite impact on the competitive position of producers and distributors."

The first of these government "concerns," he said, is misleading advertising. "I am sure that all here would be agreed on the desirability of government and the industry itself to find and enforce

(*Continued on Page* 107)

Rubel Outlines Cost Breakdown Giving Agency 10% Profit

TORONTO, May 7—An average agency cost breakdown, which would give agencies a 10% gross profit, was outlined by Ira Rubel, agency management consultant, here today.

Speaking at a regional meeting of the National Industrial Advertisers Assn., Mr. Rubel cautioned that "ideal cost ratios are seldom achieved and usually exceeded, since agencies on the average do not manage to operate with an ideal profit margin."

His breakdown:

ACTIVITY	% OF AGENCY INCOME
Contact, planning and new business	21.0%
Creative (copy and art)	18.0

(*Continued on Page* 110)

Last Minute News Flashes

Doyle Dane, Ayer Reportedly Vie for Hudson Pulp

NEW YORK, May 8—Among the agencies believed in the running to succeed Norman, Craig & Kummel on the Hudson Pulp & Paper Corp. account are Doyle Dane Bernbach Inc.—which was runner-up three years ago when NC&K got the account—and N. W. Ayer & Son. The account is leaving, effective Aug. 31, because of "honest differences of thinking on matters relating to basic marketing and advertising operations." The account involves approximately $1,000,000.

FDA Seizes Slim-Mint Gum on Ad Plaint

CHICAGO, May 8—Supplies of Slim-Mint chewing gum reducing aid were seized here this week by the Food & Drug Administration for misbranding. The shipment was seized from Walgreen Drug Co. stores and warehouses. Slim-Mint, made by Thompson Medical Co., New York, is advertised as "The delightful aid to appetite control." Benaul Associates, New York, is the agency.

Warner Bros. Records Shifts to Fletcher Richards

LOS ANGELES, May 8—Warner Bros. Records, Hollywood, has named Fletcher Richards, Calkins & Holden as its agency. National advertising will originate in Hollywood, with coordination from the New York office. Media plans are not yet set for a budget reported to be in six figures. Carson/Roberts had been the Warner agency since it entered the record business last September.

(*Additional News Flashes on Page* 111)

Cervi Blasts Admen as 'Charming Con Men'

Be Believable, Hattwick Urges; Be Fresh, Hobbs Advises AFA-AAW-4A's

DENVER, May 5—Admen are "the most charming, the most dynamic bunch of con men in the history of the world."

• Newspapers, "in a fantastic age of change, have changed least of all, because they have abdicated to the advertising executives."

• "The specialized press will grow, and advertisers should note that circulation doesn't necessarily mean readership."

With these and similar resoundingly expressed sentiments Gene Cervi wound up the speech-making portion of the joint meeting here last week of the ninth district, Advertising Federation of America; the second district, Advertising Assn. of the West, and the Rocky Mountain council of the American Assn. of Advertising Agencies.

Mr. Cervi is editor and publisher of *Cervi's Rocky Mountain Journal*, a weekly tabloid published in Denver, sold for 25¢ and covering business activities in the mountain states.

■ "You in advertising are a burden on economic freedom when you try to put over an inferior product with a multi-million dollar saturation program," he said.

"The public loses confidence when a product is not as advertised," he said. "Dailies are hastening their own funeral because they have given up other incentives and want only linage. They have deteriorated by wanting their own power.

"There is no substitute for the reportorial function," he said. "Yet the U.S. newspaper exists largely to carry ad messages into the home."

■ Earlier Sidney A. Olson, group creative director, J. Walter Thompson Co., New York, told the group that advertising attracts public attention—and influences public action—because it is news.

"What makes advertising move the goods?" he asked. "News. New products, news about old products, new uses, new techniques, new ideas. The most basic single word in advertising is this simple little magic three-letter word: New.

"I have often felt," he said, "that you could run a big advertisement simply containing the one word—New—and everyone would instantly say, 'I'll take half a dozen,' without waiting to see what the product was.

■ "What if there is no news?

"Respecting faith, but full of doubt; with prepared minds, but

(Continued on Page 112)

C-M Adds 'Boating Industry'; Conover Is Named Publisher

NEW YORK, May 6—Conover-Mast Publications has bought *Boating Industry*, St. Joseph, Mich., and will move it to New York. Terms of the purchase were not released.

Harvey Conover Jr., sales manager of C-M's *Volume Feeding Management*, will become publisher of *Boating Industry*. James Peaslee, founder-owner and publisher, will serve as publishing consultant. No other immediate major changes are contemplated for the magazine, it was said.

Boating Industry was founded in 1938. It is issued eight times a year. It is a member of Business Publications Audit of Circulation and National Business Publications. Its average total qualified circulation as reported by BPA, Dec. 31, 1958, was 21,091.

Two months ago Conover-Mast bought *Electrical Manufacturing* (AA, March 9), and subsequently B. P. Mast Sr., board chairman, told ADVERTISING AGE that the company was exploring possibilities that might lead to the purchase of other business papers (AA, March 23).

■ B. P. Mast Jr., president, said today, "With the addition of *Elec-*

(Continued on Page 109)

Don't Drowse When Retailers Tell Ad Nightmares, Baum Warns Bedding Makers

CHICAGO, May 6—Manufacturers and suppliers should do everything they can to better acquaint themselves with the advertising needs of retailers, Harold M. Baum, president of Harold M. Baum advertising, said today.

AUTOMATION AD—*The ElectroData division of Burroughs Corp., Pasadena, is using this ad to pin-point purchase of electronic data computing and processing equipment. This is its first consistent and concentrated drive toward a specialized scientific and engineering market. Carson/Roberts is the agency.*

"There are still a few manufacturers and other suppliers who may feel that the retailer's advertising and selling are his own problems," Mr. Baum said in a talk at a midwest regional meeting of National Assn. of Bedding Manufacturers.

"These suppliers have the notion that they have been successfully avoiding the retail details. A supplier cannot ignore the retail advertising situation any more than he can ignore the weather."

■ Mr. Baum asserted that good dealer advertising material provides:

• Stimulation for the dealer and for his sales personnel.

• A favorable impression in behalf of his store—upon any part of the public that sees or hears his message.

• A reasonably good batting average in terms of sales action, traffic or inquiries.

"There's a higher percentage of retail merchants who know the realities of productive advertising than there is of manufacturers," Mr. Baum said. #

REVOLUTIONARY CHARCOAL LIGHTER FOR ALL YOUR COOK OUTS
New Siz makes cooking coals in half the time!
Charcoal lights instantly with this amazing sizzling action foam!
Siz
INSTANT CHARCOAL LIGHTER
GET INSTANT Siz CHARCOAL LIGHTER
twice as fast as ordinary lighters!

QUICK START—*Gold Seal Co., Bismarck, N.D., will launch its Siz foam charcoal lighter in aerosol can with newspaper ads in 119 markets plus tv spots. Siz was test marketed in San Diego and Grand Rapids last summer. Campbell-Mithun is the agency.*

Some Agencies Now Blacklist Multiple Spotters

NEW YORK, May 6—The insertion of an anti-triple spotting clause in spot contracts doesn't curb the violators.

• Some agencies have compiled a "blacklist" of stations with a long record of multiple spotting "to show they mean business" about their "clean-up" campaign.

• If triple spotting is eliminated, there might not be enough prime time for everybody who wants to get in, and the spot rates might go up.

• Stations should have different rates for single, double and triple spots.

■ These were among the ideas tossed out at a not-for-attribution session of the New York Advertising Media Planners here last night. The subject of the dilution of tv advertising dollars through multiple spotting was introduced by Newman F. McEvoy, Cunningham & Walsh senior vp, president of the media group. The discussion was moderated by William E. (Pete) Matthews, Young & Rubicam vp. Participating on the panel were Richard Jones, J. Walter Thompson Co. vp, and Max Tendrich, Weiss & Geller exec vp.

Each of the panel members had

(Continued on Page 109)

For 1st Time, U.S. Shops Are Shut Out in Layton Awards

LONDON, May 5—U.S. agencies were completely shut out in the annual Layton Awards contest for the best press ads of 1958.

This is the first time since the contest was introduced five years ago that U.S. agencies operating here failed to win at least one award.

Besides winning the Color Cup (AA, March 9) Mather & Crowther picked up the awards for three b&w ads in the food & drink; engineering and transport; and prestige advertising groups. These were, respectively, ads for the British Egg Marketing Board, Shell Petroleum Co. Ltd. and Associated Electrical Industries Ltd.

This puts Mather & Crowther 'way out in front, having won 13

(Continued on Page 112)

'Look' Magazone Plan Aims to Snare Regional Accounts

NEW YORK, May 8—*Look* has moved to beef up its advertiser list by slicing its national circulation into seven regional editions.

Dubbed the Magazone plan, the new arrangement enables advertisers to use any single *Look* edition or combination of editions in seven standard market zones: New England (circulation 405,000); Middle Atlantic (1,164,000); Southeast (585,000); East Central (1,054,000); West Central (1,155,000) and Pacific (787,000). Magazones, the magazine said, virtually eliminates split runs, available from *Look* since 1955.

Don Perkins, vp and ad director, said rates will be based on a minimum of $2,444 per b&w page for 400,000 circulation, with $4.45 charged for each additional 1,000 of circulation, regardless of the zone used by the advertiser. *Look's* national rate is $22,980 per b&w page, based on a circulation of 5,550,000.

Effective with the Sept. 15 issue and on alternate issues thereafter, page and half-page letterpress insertions in b&w, two-color and four-color will be accepted, the magazine said.

■ In announcing the Magazone plan, Mr. Perkins took a competitive swipe at newspaper supplements. He said regional advertisers using magazines will have better color ads, plus more time to get the selling message across, while supplement ads have only a "one or two-day" life span, he said. Mr. Perkins added that—once the Magazone plan gets rolling—*Look* will definitely be in competition for ad dollars with the supplements. "We're stealing some of their money now," he said.

C. S. Hanson, *Look* vp and ad manager, said the magazine will add a ten-man sales staff to bag an estimated 2,100 prospective regional accounts, which previously had by-passed magazines with national circulations only. #

Borroughs Names Du Bane

Edwin J. Du Bane has been appointed sales manager of the Borroughs Mfg. Co., Kalamazoo, Mich. He formerly was sales manager of Woodlin Mfg. Co. Borroughs manufactures metal office furniture and other steel products.

S. D. Group Names Sullivan

South Dakota Broadcasters have elected Donald D. Sullivan, vp and general manager of WNAX, Yankton, as president. Bill Johnson, exec vp and manager of KYNT, Yankton, is the new vp.

'Life' Hikes Rate Base, Cuts Newsstand Price

New Rates Due in September; Reader Pays 19¢, $5.95 a Year

NEW YORK, May 5—*Life* startled the advertising business this week with a couple of long-range announcements, plus a price cut:

1. Its circulation will reach 7,000,000 in the early 1960s.

2. Its circulation base will reach 6,500,000 next February, and rates on this base will be announced in September, when *Life* has a clearer idea about costs. The next increase in the circulation base will be in 1961.

3. The test price of *Life* at 19¢ a copy will be the standard national price after June 1. Subscription prices will be changed immediately, cut from $7.75 base for a one-year subscription to $5.95.

It was anticipated that the *Life* circulation ratio will continue to be about 90% subscription, 10% newsstand. However—in the merchandising period, when the 25¢ price was crossed off and a special 19¢ price substituted, newsstand showed a 30-35% increase. How much it will increase when the 19¢ price is standard remains to be seen.

■ The new price was tested in three different areas of the U.S. for a two-month period in each area. It is expected that *Life's* circulation methods will continue about as they now are, so far as the securing of circulation goes, and that it will continue to concentrate on metropolitan areas.

Life men were inclined to feel that the 19¢ price would pose no difficult newsstand problems, and it was pointed out that in 17 states sales taxes would bring the price of *Life* to 20¢.

Behind the cut in price lay some competitive strategy. *Life* moved up to a 25¢ cover price in October, 1957. In June, 1958, it raised its subscription price. At this level it was considerably higher than its competition; *The Saturday Evening Post* sold for 15¢, and *Look* for 20¢. Also, the yearly subscriptions had a similar spread in base rates —*Life* at $7.75, *Post* at $6.00, *Look* at $5.00.

■ Observers thought that when *Life* jacked up its prices it anticipated a similar move from the other mass magazines. When it didn't come, it probably felt fair-

(Continued on Page 62)

SHOE SELL—*Leather Industries of America is running this color spread in the May Redbook "to transform a man's shoe—than which there is nothing more ordinary—into an accepted widely-sold gift item for Father's Day." The shoe-gift campaign began last Christmas with an ad in Vogue; will be continued this Christmas with a McCall's insertion. Doner & Peck, New York, is the agency.*

Some Stations Cut Rates for 20-Second Spots

Katz Agency Survey of 239 Stations Finds Uniform Charge Vanishes

NEW YORK, May 6—A decided trend has been developing in the past few months toward the establishment of different rates for minutes and 20-second announcements, Katz Agency, media representative, noted after studying the rate cards of 239 tv stations. Until about six months ago, the rates for these time segments were usually the same, Dan Denenholz, Katz's director of research and promotion, pointed out.

Katz's 25th spot tv advertising cost summary, which is based on rates published as of March 10, is available to advertisers and agencies. It is designed for figuring quick estimates of spot costs in from one to 239 markets. Also included in the summary are formulas showing weighted average discounts and other frequently requested rate ratios based on the rate cards of 50 leading network affiliates.

Of the total 239 stations included in the Katz study, 85 had minute rates which differed from 20-second rates. A sample of stations, including some which had the same rates for the two time segments, showed that the average nighttime 20-second spot costs 95% as much as the minute announcement, while the daytime 20-second spot costs about 93% as much as the minute. Katz predicted that this trend toward different rates for 20- and 60-second spots will continue. #

Texas Edges into Beach Derby in Ads for San Luis on Gulf

HOUSTON, May 6—Texas Resort Development Corp., a real estate development organization run by veteran realtors of the recent Florida and Louisiana real estate booms, began running 2,500-line ads in Houston papers May 1 to sell land on an off-shore island near Houston.

The island is San Luis Beach, about ten miles long and just off shore. It is connected to the mainland by a bridge built in 1955.

Newspaper ads are soon to be placed in other Texas cities, followed by radio and tv spots. Advertising outside of Texas is tentatively planned, pending results of the Texas promotion.

■ Two of the three men behind the San Luis Beach development are also in the promotion business. John Culiner is a director of Public Relations Board of Canada, Toronto, as well as president of Muter-Culiner-Frankfurter & Gould Ltd., a Toronto real estate organization. Allen B. Block is in the mail order business in Toronto.

The third man is Malcolm D. Williamson, a Selma, Ala., realtor.

Messers. Culiner and Block combined skills earlier to sell a 2,400-acre development in Sebring, Fla., by the mail order system, supported by newspaper ads.

Kamin-Nahas-Blumberg, Houston, is handling the campaign for the San Luis Beach development. #

Timmins Joins Metro Group

Lawrence P. Timmins, formerly ad director of *My Baby*, has joined the New York sales staff of Metropolitan Sunday Newspapers.

WHET—*Seagram Distillers Co. will use this spread in the June issues of Life and Look to launch its new campaign for Seagram's Golden gin (AA, May 4). Warwick & Legler is the agency.*

U.S. Interest in Ad, Market Studies Grows

Effort to Build Farm Product Sales Is Spark; Advertisers Back Probe

WASHINGTON, May 6—The U. S. is getting deeper into the marketing business, especially in research to ascertain the effectiveness of advertising. And apparently the government is being joined in its interest in the value-received - for - advertising - dollars question by some cost-conscious advertisers.

At hearings before the House appropriations committee, one member, Rep. Alfred Santangelo (D., N.Y.), may have been reflecting Congress' approach to marketing when he urged the Department of Agriculture to learn more about the role which advertising plays in the food industry.

Rep. Santangelo's inquiries about advertising as a cost in food distribution drew a warm response from Dr. Harry C. Trelogan, director of the Agriculture Department's marketing research division. He assured the committee that his staff is concerned about advertising costs, and intends to devote the next "uncommitted" money it has to some new projects on this subject.

"One reason we think we should direct more attention to this problem," he said, "arises from analysis of cost data for the past year. Marketing charges are up 5%, but wages are up only 4%. Nor can we account for the degree of rise by referring to transportation rates, interest or other costs which we are able to measure accurately.

"We notice," he said, "that there is an apparent increase in ad-

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Broiler Council, Ac'cent, Reynolds, Mazola Join in Push

NEW YORK, May 6—Four chicken-roasting buddies—Ac'cent International (Ac'cent), Corn Products Refining Co. (Mazola), Reynolds Metals Co. (Reynolds Wrap) and the National Broiler Council (broiler-fryer chickens)—will team up again for a Chick-n-Que 1959 promotion slated to break May 27.

Ads are to appear in *Life*, *Reader's Digest*, the *Sunday* group of newspaper supplements and *The Saturday Evening Post*. Three one-minute spots on "Walt Disney Presents" (ABC-TV) July 3 will be used to aid Fourth of July sales.

■ Extensive dealer aids, including 20,000,000 copies of a free Chick-n-Que recipe booklet for check-out counters, are being provided.

Coordinating publicity for all four participants is Dudley-Anderson-Yutzy, pr counsel for the National Broiler Council and Ac'cent International.

All four advertisers have agreed on an advertising formula but are placing their ads through their respective agencies. Needham, Louis & Brorby, Chicago, handles Ac'cent; Lennen & Newell, New York, handles Mazola; Crawford & Porter, Atlanta, handles the National Broiler Council, and Reynolds Wrap is handled by Lennen & Newell, New York (print), and Clinton E. Frank Inc., Chicago, (tv). #

Creative Campaigns Must Be Built on Research: Moore

TOLEDO, May 7—A call for more research in creative advertising—with two examples of how it was done in the automobile business—was made here by W. D. Moore, advertising director for Dodge cars, in a talk to the Toledo Advertising Club last night.

"If we are to assume our responsibilities as advertising executives we must build our campaigns upon the sound basis of research fact, not upon the shifting sands of dream, fantasy and preconceived notions," Mr. Moore said.

Proper research does not restrict creativity, he declared. "In fact, it clearly defines areas which need the most creative assistance. By marking the channels for action, research prevents us from sailing off in all directions—on indirect, and often incorrect, courses."

Mr. Moore urged curbing of

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State Tally on Outdoor Restrictions: One Law Passed, 10 Dead, 14 Pending

Maryland Acts According to U.S. Rule; Hot Fights in California, Wisconsin

CHICAGO, May 6—Bills written to comply with the stringent federal restrictions on outdoor advertising along highways—and thus qualify for a federal roadbuilding "bonus"—have been introduced in 25 states this year.

Only in Maryland has legislation been passed. It is still actively pending in 14 legislatures.

Information compiled by the Outdoor Advertising Assn. of America also shows that "hot" battles for passage have erupted in only a few states, including Wisconsin and California.

In ten of the 25 states in which bills were introduced, according to OAAA, the legislatures either adjourned without taking action, dropped the matter, or appointed a committee to study the measure and report back at the next session.

■ The association is waging the battle to prevent passage of the laws at the state level, with local OAAA members urging defeat of the bills and appearing before committees wherever possible.

When the 1958 Federal Highway Bill was passed by Congress, it was left up to the Secretary of Commerce to spell out the sign regulations each state would have to enact in order to qualify for the 0.5% bonus to be tacked on to the roadbuilding money for the interstate highway system.

On his last day in office, Secretary Sinclair Weeks set forth strict standards, including a 660' right of way for sign control, limitation of advertising to that by businesses within 12 miles of the highway, and restriction of sign size to 150 sq. ft. (a standard 24-sheet is 300 sq. ft. in area).

■ Richard Ruddy, counsel for OAAA, said local members have been telling state legislators that

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Murphy Hits U.S., State Controls on Liquor Advertising

DENVER, May 5—W. E. Murphy, Kansas director of alcoholic beverage control, yesterday asserted that control of interstate liquor advertising belongs—if it belongs to any government body—to the federal government. State governments should seriously consider the advisability of abandoning their systems of duplicate controls, he said.

Mr. Murphy, who spoke before the 25th annual convention of the National Conference of State Liquor Administrators, questioned the assumption that Congress had meant to give a control agency the power to regulate liquor advertising in the Federal Alcohol Administration Act.

He advocated that the liquor industry regulate its own advertising, and he proposed that federal and state regulatory bodies "merely stand on the sidelines, as

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Men's Socks Darned Important in Man-Wife Ratio; Aim Ads at Women, Du Pont Urges

ATLANTIC CITY, May 6—Advertising for men's socks should be directed primarily at women—and the theme should be that socks are a symbol of wifely devotion and care.

This advice is included in a new study commissioned by E. I. du Pont de Nemours and presented for the first time yesterday at the National Assn. of Hosiery Manufacturers annual meeting. The study was conducted by the Center for Research in Marketing.

Socks are a "universally recognized symbol of the role relationship between a man and his wife," the study found. "When a woman won't wash or darn her husband's socks, she is seen by both men and women as being lazy, dissatisfied with her husband, and in general a 'no good wife.' Or, if she is a good wife, something must be wrong with him."

And if a husband always buys his own socks, this is seen by wives as rejection by the husband and appears to be part of the general syndrome of marital unhappiness, the survey states.

■ In commenting on the findings, Paul A. Fine, exec vp of the center, recommended that "since women buy and care for their men's socks, socks should be linked in advertising to the home sock care situation. Sock advertising today is placed almost exclusively in men's fashion magazines where it goes unnoticed by men, who simply don't consider socks to be fashion items," he said.

Mr. Fine also suggested that the industry should play up socks as a fashion item, seen in connotation with suits, hats and other outerwear, rather than in the private, personal connotation of underwear.

"In general, with a limited advertising budget, sock makers will get, dollar for dollar, more mileage from advertising geared to women, and should maintain just enough in the men's magazines to keep up the male image," he said.

■ The study also revealed that men's taste in socks runs to those which are expressive of "vanity, self-assertion and aggression." Asked to express their idea of socks in a word pair test, 82% of those questioned picked the word "gay" rather than "somber"; 88% chose "luxurious" rather than "miserly"; 68% chose "peacock" rather than "dove"; the majority picked "wolf" as against 32% who chose "mouse," and 68% chose "Thunderbird" as against "Chevy."

Women, however, did not agree that "socks should draw admiration," but rather tended to feel that socks belonged to "a private, personal world, and should express active, lively manliness." #

JUNE 8TH ON CONTINENTAL! 3 HRS. 55 MIN. TO LOS ANGELES!
MEET THE GOLDEN JET
CONTINENTAL'S CUSTOM-BUILT BOEING 707
CONTINENTAL AIRLINES

TAKING OFF—*Continental Airlines will launch its new campaign for the Golden Jet Boeing 707s with newspaper ads like this in Chicago, Denver, Kansas City and Los Angeles, and in Newsweek, Time and The New Yorker. J. Walter Thompson Co. is the agency.*

A. S. Beck Shifts to Frederick-Clinton From Wesley Agency

NEW YORK, May 6—A. S. Beck Corp., national retail shoe chain, this week dropped Wesley Associates as its agency here and assigned its advertising account to Frederick-Clinton Co.

The Beck chain, which has 160 retail stores scattered around the U.S., reportedly bills about $600,000 a year, although billings are said to be linked to company sales.

Frederick-Clinton already handles several other shoe accounts, among them Adler, Allure, Ansonia, Coquette and other brands, but Beck's business is not expected to conflict with other shoe accounts in the shop, according to Harold S. Rieff, president.

Mr. Rieff added that while Adler, Ansonia and Beck are part of the Shoe Corp. of America, the Beck acquisition does not represent consolidation of all Shoe Corp. accounts into a single agency. #

Ralston Expands Ad Unit, Names Eskridge, Vinyard

Ralston Purina Co., St. Louis, in an expansion of its Ralston division advertising department, has

Robt. L. Eskridge

Richard R. Vinyard

named Robert L. Eskridge manager of cereals advertising and promotion and Richard R. Vinyard manager of Purina Dog Chow advertising and promotion.

Mr. Eskridge previously was assistant manager of advertising and promotion of the Ralston division. Mr. Vinyard formerly was with D'Arcy Advertising Co., St. Louis.

Rexall to Set Up Model Drug Store at Poznan Trade Fair

The U.S. Department of Commerce has requested Rexall Drug & Chemical Co. to set up a model drug store at the Poznan International Trade Fair June 7-21. John Bowles, president of the Rexall division of the company, said the primary objective of Rexall's display will be to emphasize to the people of Poland that in the U. S., the "customer is king, and our producers design and manufacture goods to suit him."

Watson to 'Business Week'

John J. Watson, formerly with Local Trademarks Inc., has joined *Business Week* as research manager, succeeding Gustav V. DuPeza, who resigned to join Doremus & Co. as an assistant account exec.

Highlights of This Week's Issue

Advertising promotion for "Lady Chatterley's Lover," frank novel by D. H. Lawrence, long banned in this country by customs and Post Office, is in abeyance while publishers await outcome of Post Office complaint ..... **Page 1**

A new agency average cost breakdown which would give an agency a 10% gross profit is outlined by Ira Rubel ..... **Page 1**

Borg-Warner shifts its corporate advertising account from J. Walter Thompson Co. to Clinton E. Frank Inc. ..**Page 1**

Advertising men are "the most charming, the most dynamic bunch of con men in the history of the world," Publisher Gene Cervi tells joint AFA, AAW and Four A's western states meeting ..... **Page 2**

Triple spotting problem is discussed by media men who reveal some agencies blacklist stations that triple spot and who think there should be different rates for single, double and triple spots ..... **Page 2**

Manufacturers and suppliers should do everything they can to better acquaint themselves with the advertising needs of retailers, Harold M. Baum, president of Harold M. Baum Advertising, tells Midwest regional meeting of the National Assn. of Bedding Manufacturers ..... **Page 2**

Conover-Mast Publications buys Boating Industry and will move it to New York from St. Joseph, Mich. ..... **Page 2**

U. S. agencies are completely shut out in the annual Layton Awards contest for the best press ads of 1958 in England for the first time in the five years of the awards ..... **Page 2**

Trend toward different rates for minutes and 20-second announcements on tv are discerned by Katz Agency after study of rate cards of 239 tv stations ..... **Page 3**

U. S. government is showing more and more interest in advertising and marketing. Department of Agriculture is urged to learn more about the role advertising plays in the food industry ..... **Page 3**

Advertising for men's socks should be directed primarily at women—and the theme should be that socks are a symbol of wifely devotion and care, DuPont study shows ..... **Page 3**

State control of interstate liquor advertising impinges on territory of U. S. government, Kansas director of alcoholic beverage control says ..... **Page 3**

Bills to restrict outdoor advertising on highways in line with federal restrictions have been introduced in 25 states. One has passed, 10 are dead, 14 still pend ..... **Page 3**

Federal Trade Commission says manufacturers' price list is the chief villain in misleading price advertising **Page 24**

Stanley Works is using magazines and mailing pieces to promote its line of hardware, garden tools and other products in biggest promotion program in its 117-year history ..... **Page 28**

Creativity is the "one major ad agency service the client usually cannot perform for himself," JWT's Norman Strouse says ..... **Page 28**

U. S. Chamber of Commerce tones down support of reciprocal trade policy as foreign competition rises ..... **Page 32**

DX Sunray ad theme ties in boron used in rockets and jets with boron in its DX motor fuel ..... **Page 33**

Salesmen have to be sold on advertising programs just as consumers are sold products, LaSalle Steel's Schneider says ..... **Page 36**

Farmers get more information and depend more on advertisements in print media than in electronic media, University of Illinois' Sandage says **Page 64**

Advertising agencies from Aden to Zanzibar are listed in a new U. S. Department of Commerce publication **Page 72**

Split-run copy testing's advantages and failings are explored in speech by Richard M. Seitz, market research director, Vick Chemical Co. ..... **Page 81**

Colgate-Palmolive found it paid off to aim part of its Swiss Stakes promotion at supermarket ad managers **Page 94**

Los Angeles car importer views Detroit creation of "smaller cars" with equanimity. "We already have them," dealer says ..... **Page 98**

FCC ponders whether the networks should be in the representative business. The networks and affiliates say yes, the representatives say no **Page 104**

New York apple growers seek state order to finance $400,000 promotion ..... **Page 106**

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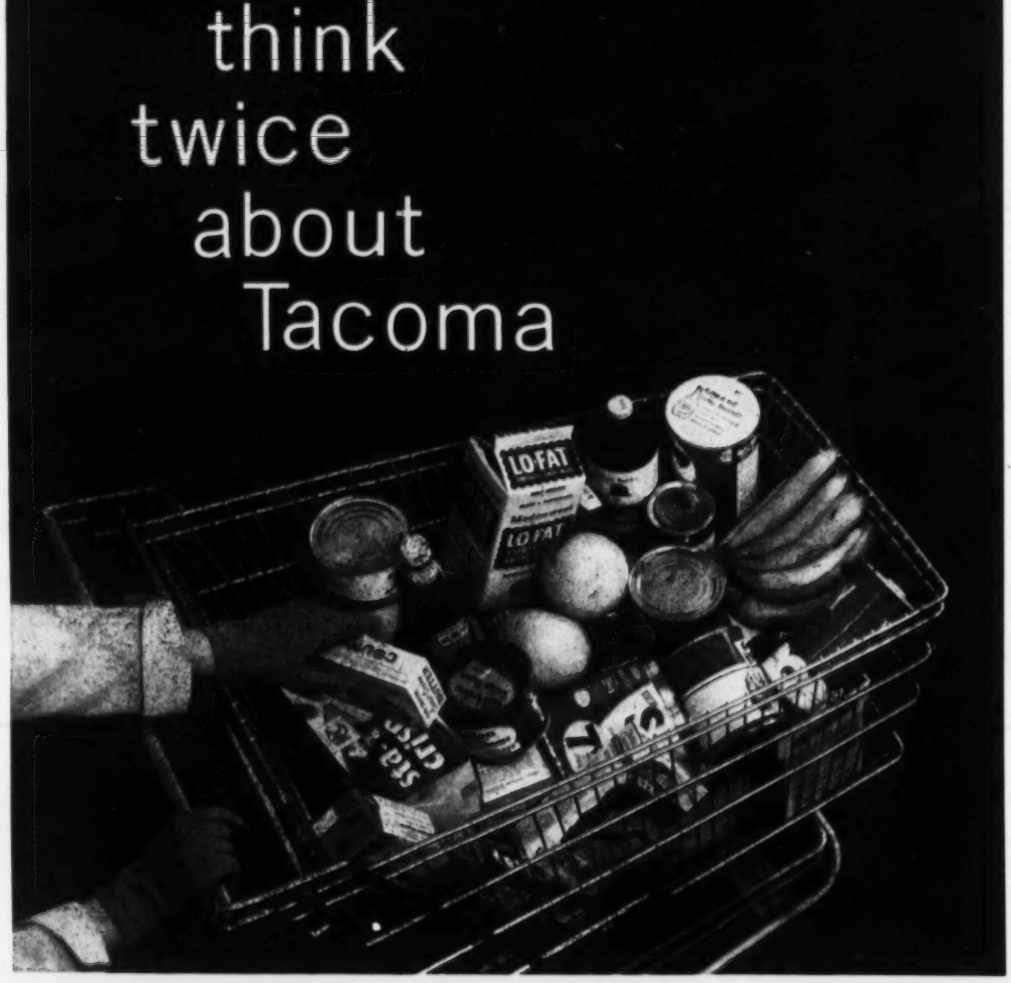
'McCall's' Boosts Bresnahan

Tom Bresnahan, a member of *McCall's* ad staff since 1944, has been promoted to associate advertising director in charge of special industry projects, a new post at the magazine.

A&P Sales, Profits up

Great Atlantic & Pacific Tea Co. sales in 1958 totaled $5,094,741,391 compared with $4,769,249,488 for 1957. A&P's 1958 earnings were $53,905,170 after taxes, compared with $50,666,636 for 1957.

think twice about Tacoma



In the Puget Sound Circle, 68,678 families, who buy 18% of all food sold, will never see your advertisement if the Tacoma News Tribune is left off your list

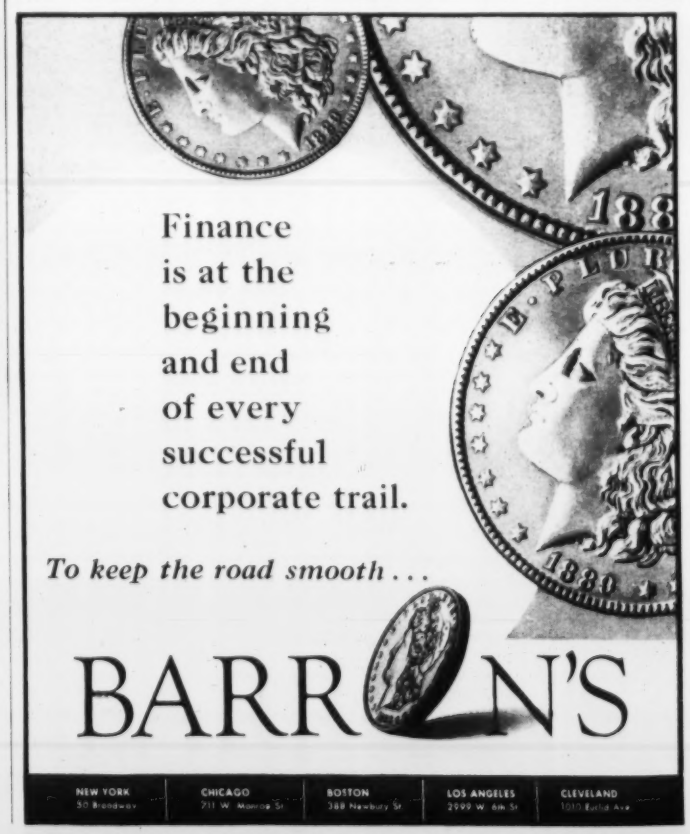
THINK TWICE: The Tacoma Market is a big, important market . . . Population, 324,200; Retail Sales, $344,163,000; Food Sales, $93,062,000.

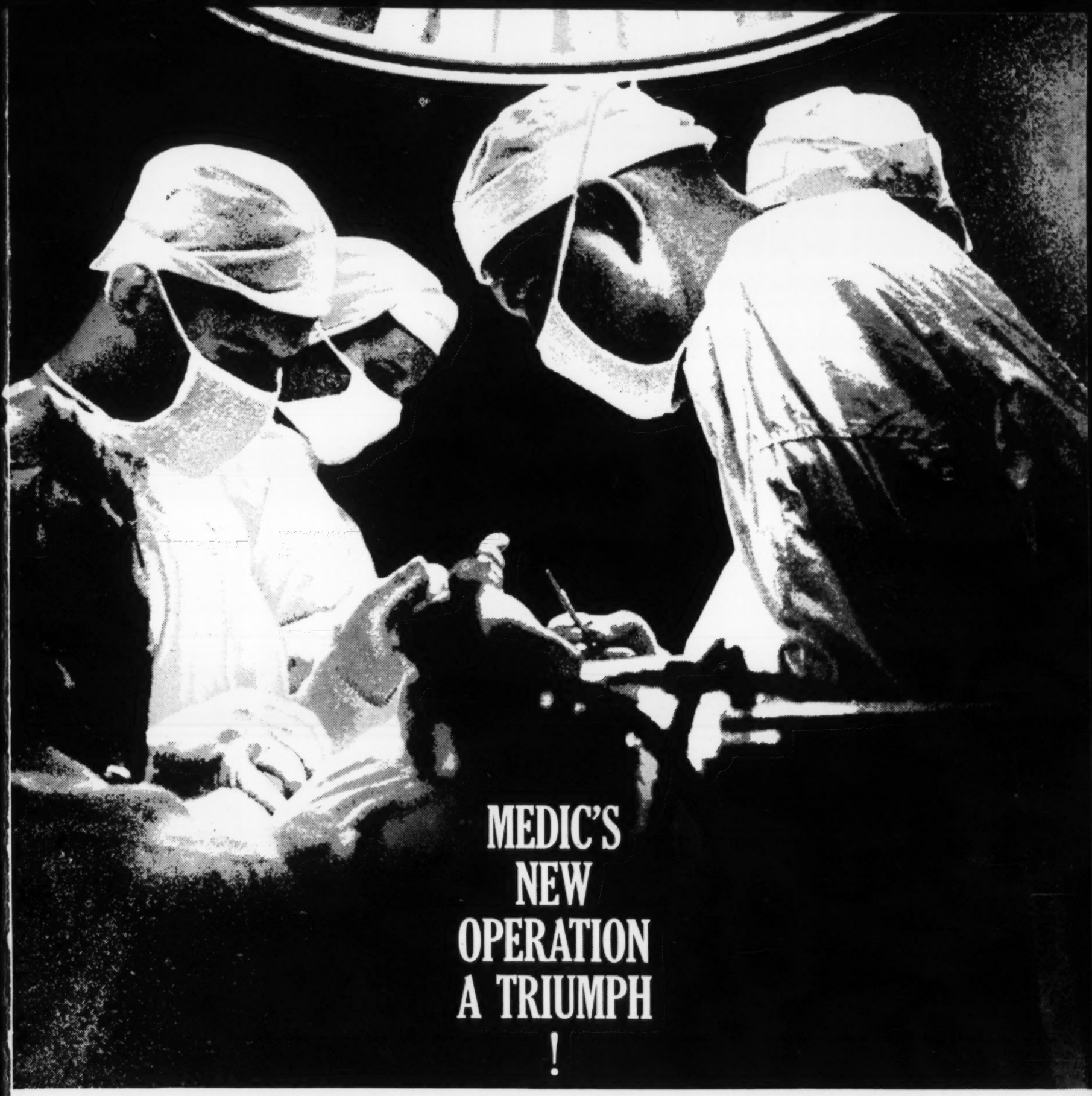
Only the Tacoma News Tribune provides *selling* coverage.

Circulation of the News Tribune is now nearly 85,000.

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco





MEDIC'S NEW OPERATION A TRIUMPH !

Right from the start, MEDIC in syndication sewed up its time-period on a once-a-week basis. After 2 prize-winning network years it leads in market after market, coast-to-coast.

One question remained—could MEDIC operate successfully across-the-board? The answer is now at hand:

In 3-station Miami, MEDIC beat all 7:00 p.m. Monday competition for ten straight months, with a 50% ARB average share. This February, WTVJ moved it to 1:00 p.m., Monday through Friday. Now MEDIC, *in its third run*, outstrips its competition all week long with a 56% share-of-audience—an increase of 51% over the program formerly in that slot!

In 4-station San Francisco, KRON-TV plays MEDIC across-the-board at 9:00 a.m. Again, it tops its time-period, its 41% share more than doubling that of the show it replaced!

Atlanta, Las Vegas, Texarkana—small market and large—MEDIC is making its mark across-the-board. It began the Monday-through-Friday run on WJZ-TV in Baltimore April 13. And Philadelphia's WFIL-TV has signed to start it *six* times a week.

The operation's a success. Now let's get down to cases with *you!*

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC. • Canadian Representative: Fremantle of Canada, Ltd.

This Week in Washington . . .

FCC Already Handles PR for TV

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 7—FCC Chairman John Doerfer is one person who undoubtedly will welcome the big public relations program which tv broadcasters hope to set up. For as it stands now, he spends no small amount of time mending fences for the broadcasters in his appearances before congressional committees.

Before the House appropriations committee recently, he was peppered with questions about the quality of tv programming. For example: "About two weeks ago," complained Rep. Sid Yates (D., Ill.) "my wife was looking through the programs and on one network she saw three hours of crime programs."

In reply, Chairman Doerfer argued that broadcasting is operated in the private enterprise system, for profit.

"This government does not contribute anything toward the maintenance or the installation or the operation of any broadcast stations," the FCC chief commented, "so advertising revenues are the life blood of a broadcasting station, and advertising revenues flow to those programs which the public watches."

■ He used Britain as an example to prove that the public isn't happy with "high level" programming. When commercial tv started there, he told the committee, the public flipped away from BBC. "Now," he said, "both BBC and the independent service have an awful lot of American westerns and crime stories.

"It is just human nature you are coping with," he assured the committee. "It is not for a board in Washington to say who should or would like what."

DuPont Paid for 'Crime Tale'

The tv industry pleased Chairman Doerfer by offering a 90-minute telecast of "Hamlet," but the sponsor apparently got lost in the shuffle.

During testimony before the House appropriations committee, he commented, "One of the most atrocious crime stories on television I have seen lately had six murders in it, and it happened to be one of the best—'Hamlet'."

Under questioning, he reported "Hamlet" was a public service broadcast, unsponsored. Thanks to Commissioner Fred Ford, who intervened, congressmen learned the program came their way courtesy of Du Pont.

Monroney Hits Rating 'Slavery'

Sen. A.S. (Mike) Monroney (D., Okla.) resumed his battle with tv rating services with three newspaper clippings pointing up the amount of tv time devoted to westerns and crime.

"Does anyone here believe that all Americans want is violence and murders, either of the long-ago frontier or the current gangster con-man variety?" he asked. "Surely the networks can, without help, either from Congress or other outside critics, pry themselves loose from their supine slavery to the ratings, which would seem to be ruling our airwaves.

"Even if—and it is a very iffy if—the ratings accurately reflected public opinion, as far as the majority goes," he argued, "could we not have some attention paid to the minority?"

Butter, Oleo Forces 'Dyeing'

Necessity makes strange bedfellows. So now we find butter and margarine producers—from their separate vantage points—anxiously following the fortunes of a bill introduced by Rep. Thomas B. Curtis (R., Mo.) this week, modifying a recent order of the Food & Drug Administration banning use in food of Yellow No. 3 and Yellow No. 4.

In offering his bill, Rep. Curtis argued, "No one has suggested that the use of these colors at the levels at which they have been used for decades has caused any harm to any consumer." His plan, copying the special exemption which Congress approved recently to enable citrus growers to use Red No. 2, allows use of Yellow Nos. 3 and 4 "at safe levels" until a substitute is developed, or until September, 1961.

Deductibility Ban Explained

An official Internal Revenue summary of the recent Supreme Court decisions knocking out tax deductions for "lobbying" ads by beer and liquor wholesalers hammers home the point that "lobbying" ads are not to be allowed, even if the survival of the business is at stake.

As published by Internal Revenue Service for guidance of tax experts who deal with advertising and other business expenses, the summary reports: "These regulations are valid even though disallowing deductions of sums expended to preserve a taxpayer's business, since the regulations themselves are an expression of a sharply defined national policy and have acquired the force of law under the doctrine of statutory reenactment in the face of known administrative interpretation."

Bill Would Hike Newsboys' Age

Newspaper publishers have an eye on hearings getting under way in the Senate labor committee this week on a bill to raise minimum wages to $1.25 per hour, and to blanket millions of additional workers into the federal wage and hour system. Publishers are concerned because, as it stands now, a minimum age of 16 years would be established for carrier boys.

While the bill, spearheaded by Sen. John Kennedy (D., Mass.), has enough sponsors to assure approval by the Senate labor committee, its further progress at this session, is in doubt. Chief opposition is from the American Retail Federation, which warns that its 800,000 affiliated businesses are ready to stage "as big a campaign as Congress has ever seen."

To complicate the situation, the administration favors sections which blanket 7.8 million more workers into the wage and hour system, but it regards any increase in the existing $1 per hour minimum as inflationary.

Pricing Bill Raises Storm

Federal Trade Commission Chairman John Gwynne has stirred up a tempest among the "small business" organization by opposing H.R. 7927, a bill which makes it illegal for a manufacturer to sell through his own retail outlet at a price "consistently" lower than the general level of prices which he charges independently owned retailers.

The FTC chairman charged that one purpose of the bill was to force "fleet accounts" to pay the same price they would if they dealt through retailers. "By allowing retailers to dictate a retail price to manufacturers which sell directly to consumers," he said, "this bill would go even further than so-called fair trade legislation." He predicted the bill, if enacted, would boomerang, because many manufacturers would cut off independent retailers, rather than give up their bulk sales to ultimate consumers.

Sponsors of the bill retort angrily, "The bill does not tell manufacturers the price at which they must sell." #

IT'S THE PROS THAT DELIVER TODAY!

In today's market, it's the professional pitch that wins and keeps the account.

The agency that really shows his clients he understands their needs and can deliver specialists to help is bound to come in first.

We're in business to help you sell yourself and your clients' products.

Jam Handy motion pictures, slidefilms, and special devices are designed to support sales and advertising activities.

If you have a special assignment coming up . . . an important presentation to make . . . or a new approach to sell . . . share your problem with the Jam Handy team.

For full information on specialized help at a price less than you might think, contact

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4080 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

A message to advertisers about THIS WEEK Magazine:

"WE know the power of THIS WEEK and the heavy coverage it provides among our regular customers, for it speeds the regularly advertised products off the shelves. That is why we tie in so frequently with food advertising campaigns appearing in THIS WEEK."

Joseph Seitz
President, Colonial Stores, Inc., Atlanta, Georgia.
(473 stores. $437,144,409 annual volume)

To Move Goods Fastest . . . Buy The Big One

CIRCULATION 12,640,045

This Week Magazine

Creditor Group Now Operating W. L. Stensgaard

CHICAGO, May 8—W. L. Stensgaard & Associates, one of the largest designers and producers of point of purchase displays other than lithography, is in financial difficulties and currently is being run by a creditors committee.

The creditors committee was organized two months ago when it became known that Stensgaard owed 284 trade suppliers a total of $394,088. Bruhnke & Silver, a Chicago collection agency, was retained to represent the creditors.

Under terms of an agreement signed by Stensgaard, Bruhnke & Silver and a number of creditors, the creditors will wait for their money until March, 1960, and Stensgaard will sign over to the committee all of the company's common stock—5,061 shares—to be retained as security.

■ The agreement also provides that the committee shall have the right to establish salaries of any of the Stensgaard employes, and shall have the right to order Stensgaard to sell such of its property, inventories and equipment "as it shall deem prudent and desirable in the interest of speeding the liquidation of the debt and obligations" of the company.

W. H. Stensgaard, secretary-treasurer of the company, told ADVERTISING AGE that 196 creditors representing $331,502 in claims have agreed to wait for their money. A total of 45 of the 88 creditors who have not entered the agreement have claims of $100 or less each, he said.

Mr. Stensgaard told AA that the company had been hit hard by the business recession in 1957 and 1958. After the company's second best year in 1956, when sales hit $3,000,000 and profits amounted to $70,000, sales in 1957 dipped to $2,400,000 and the company suffered a loss of $241,835.

■ In 1958, Stensgaard's sales dropped to $2,200,000 and the company had a loss of about $80,000, he said.

Mr. Stensgaard said his company definitely will continue in business.

"We intend to pay off all of our creditors at the rate of 100¢ on the dollar," he said.

Roger Littleford, 'Billboard' Chairman, Is Dead at 72

FORT THOMAS, KY., May 8—Roger S. Littleford Sr., 72, chairman of Billboard Publishing Co., died yesterday of leukemia at St. Luke's Hospital. He lived at Shagbark Farm, Alexandria, Ky. He was also chairman of Littleford Bros., Cincinnati fabricator of steel and road construction equipment.

Billboard Publishing Co., with headquarters in Cincinnati, publishes *The Billboard*, business weekly newspaper of the entertainment field, established in 1894 by Walter Donaldson, Mr. Littleford's father-in-law; *Vend; Funspot* and *High Fidelity*.

Born in Bellevue, Ky., Mr. Littleford was graduated from Kenyon College in 1907; the following year he joined Littleford Bros. He became president of that concern in 1941 and board chairman in '58.

He was named general manager and president of Billboard Publishing in 1931 and had been board chairman since the late 1930s.

His two sons, Robert S. Littleford Jr. and William D. Littleford, are publishers of the various publications issued by the company. #

Astaire, Chrysler, NBC Carry Off Nine Emmys for TV Show

NEW YORK, May 7—Fred Astaire, who made his entry into tv with an hour NBC special for Chrysler last fall, walked off with an armful of Emmy statuettes last night at the 11th annual National Academy of Television Arts & Sciences presentation. Mr. Astaire, his program and the people associated with it won nine awards, including that for the most outstanding single program of the year.

Altogether there were 42 national awards presented, at ceremonies held in three cities—Washington, Los Angeles and New York.

■ Second most honored telecast was "Little Moon of Alban," a James Costigan original for Hallmark's "Hall of Fame" (NBC), which won in four categories—performance by an actress (Julie Harris); writing for single program, hour or longer (Mr. Costigan); direction, same category (George Schaefer) and best special dramatic program.

Other multiple winners included Chevrolet's Dinah Shore (NBC), who added two to her collection, and Lucky Strike's Jack Benny (CBS) and his writers, who picked up three.

CBS and NBC shared the various news and public service honors. ABC's "Maverick" galloped away with the prize in the western category. All the networks were saluted for their work in tape development.

■ Among the other winners:

Quiz, panel or audience participation show—"What's My Line" (CBS), Sunbeam, Kellogg.

Actor in a leading role in a dramatic series—Raymond Burr, "Perry Mason" (CBS), various sponsors.

Actress in a leading role in a comedy series—Jane Wyatt, in "Father Knows Best" (NBC), Lever Bros., Scott Paper.

Actress in a leading role in a dramatic series—Loretta Young (NBC), P&G.

Actor in a musical or variety series—Perry Como (NBC), several sponsors.

Named as best dramatic series were "Playhouse 90" (CBS), various sponsors, and the Goodyear-Alcoa Playhouse (NBC). #

RCA Reports Sales Rise 16% in First Quarter, Net Up 44%

NEW YORK, May 6—Radio Corp. of America chalked up a 16% gain in first quarter sales and a 44% earnings increase this year, John L. Burns, RCA president, told stockholders here yesterday.

Sales of products and services totaled $321,816,000, compared with $278,339,000 in the first quarter of 1958. Profits jumped from $9,004,000 for the first three months of last year to $12,931,000 for the corresponding period this year, Mr. Burns said. He predicted that this year's sales and profits will exceed the 1958 figures, $1,176,094,000 and $30,942,000, respectively.

■ In answer to a stockholder's query, David Sarnoff, board chairman, revealed that RCA spent $30,600,000 in advertising in 1958, against $32,800,000 in 1957. Both figures, he indicated, included on-the-air promotion as well as other types of expenditures. All RCA units were said to be in the black, but Mr. Sarnoff would not say which contributed most to the profits column. #

SHELF CROWDER—*Chicagoans, many of whom haven't yet cracked open free cans of coffee they got through the recent Folger promotion here (AA, March 16 et seq.), will get a chance to crowd their shelves more when Fireside Egg coffee breaks this coupon offer in the Chicago Tribune and the Daily News on May 15.*

Wortman, Lubell Shops Get Execs, Accounts of Pulse

NEW YORK, May 7—Pulse Advertising, founded about three and one-half years ago, has been liquidated, and most of its principals have joined one or the other of two agencies, taking their accounts along.

Leonard Eisen, former president of Pulse, has moved to Lubell Advertising Associates, taking with him some 15 accounts which, he said, bill about $150,000. Most of the remaining accounts have moved to Wortman, Barton & Russell, along with account executives Jerrold Feldman, Stanley Simmons and Allan Davis.

Ronnie Pere, production manager and art director of Pulse, also moved to Wortman. At Pulse Mr. Feldman was vp; Mr. Simmons was radio-tv director.

■ The Pulse agency has filed a suit in supreme court against Bryanston Corp., a former client now at Wortman, to collect an alleged balance of $6,848 for advertising placed by the agency.

Pulse Advertising had billings in the middle six-figure bracket; under-capitalization was reported the primary reason for the agency deciding to close up.

■ The Lubell agency has added an additional account, Mister Donut Corp. of America, Brookline, Mass.

Four Kraft Dessert Toppings Bow June 1

(*Picture on Page* 1)

CHICAGO, May 7—Initial national advertising will begin June 1 for four Kraft Foods products—strawberry topping, pineapple topping, chocolate caramel sauce and vanilla caramel sauce.

The first ad, a color page in the June 1 issue of *Life*, will suggest the toppings and sauces be used over ice cream desserts. Other *Life* ads will run June 15, June 29, July 20 and Aug. 17.

Tv ads for the sauces and toppings will be featured on the "Kraft Music Hall" June 3, July 8 and Aug. 12.

The fruit toppings are new at Kraft, while the caramel sauces have been in limited distribution for about a year.

Foote, Cone & Belding, Chicago, is the agency. #

NAB Unit Studies Financing Plans for Proposed PR Program

WASHINGTON, May 6—Members of the tv industry will soon have to decide whether they are willing to pay money for the large-scale public relations program which they voted for at the convention of the National Assn. of Broadcasters in Chicago last March.

A format for a television information program "to create a more informed atmosphere for the industry" cleared its first barrier when it was approved by the association's tv board in New York last week.

Now the assignment has been turned over to a new committee which will try to set up a functioning organization, and line up money.

Originally suggested by National Broadcasting Co. Chairman Robert Sarnoff in his keynote speech at the NAB convention this year, the program is supposed to bring to "all elements of the American public a greater understanding of television's obligation and desire to serve the interests of all segments of the American audience."

■ So far, NAB has had very little to say about the plan drafted by a committee headed by C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., and has released only a five-point "statement of broadcasters' convictions & beliefs," which says, among other things, that "television is a mass medium now serving virtually every home in America."

At one point the committee reportedly was thinking of an operation costing as much as $1,500,000 a year, with a "big name" at the top. But plans currently are believed to be on a far more modest scale, and there is little likelihood that the project will recruit a "big name."

■ With the board voicing its approval of the report of the Petersmeyer committee last week, NAB President Harold Fellows promptly turned over the spadework to a new committee headed by Clair R. McCollough, WGAL-TV, Lancaster. #

MBS Owners Use Net to Sell Own Products Through Own Agency

NEW YORK, May 7—When the Malcolm E. Smith Jr. and Richard H. Davimos group bought Mutual Broadcasting System, earlier this year (AA, March 30), some observers felt one of the radio network's principal attractions for the new owners was its potential as an advertising vehicle for the products sold by their various mail order companies.

■ Two of these products are already being promoted on Mutual. One, the Addiator, a German made pocket-size adding machine, was using the network before Messrs. Smith and Davimos turned broadcasters. The other, an imported fish lure known as the French Minnow, was first plugged on MBS about six weeks after the new owners moved in. A schedule of 20 and 30-second sportcast adjacencies broke to coincide with the start of the fishing season. Time for both the Addiator and the fish lures was placed through Victor & Richards, operated by Messrs. Smith & Davimos.

Both these Harrison Home Products are mail order items. The Addiator is offered at $3.98 in participations on news programs. The fish lures are priced at two for $2.98. #

Ad Embassy Is Seen as $600,000 Project: Feemster

(*Continued from Page* 1)

all the 500,000 Americans who earn a living in the advertising industry, from copy runner and typist to agency president, in agencies, media, ad departments, etc.

"It could be a 'Poppy Day for advertising,' with buttons given to everyone who donated $1 or more," Mr. Feemster said.

The Dow-Jones executive committee chairman was interviewed after he talked to the Cleveland Advertising Club on another topic. "Keep in mind," he said as he answered questions, "this is just Feemster talking. I don't want to be premature in what I say. These things must be acted on by the AFA's board at the convention in Minneapolis."

■ A special study committee he appointed agreed generally on the ideas, Mr. Feemster said.

"I'm recommending the $400,000 fund-raising campaign and the committee is considering it," he said.

"Everyone who makes his living in advertising ought to be glad to donate and help keep the industry strong and free," Mr. Feemster said.

While 50,000 AFA members contribute support to advertising, another 500,000 persons employed in the field never get a chance to join the AFA and never have an opportunity "to help promote the industry" and make their livelihood more secure, Mr. Feemster said.

In advocating the buttonholing crusade, Mr. Feemster saw the effort being carried into scores of cities which have no AFA-affiliated clubs.

■ As to the future operation in Washington, Mr. Feemster would say only: "The committee will recommend that the staff be substantially increased. We'll take larger quarters, too."

The present Washington staff—"half a secretary, who is shared with the Washington adclub, and a reporter, who also works for other clients"—is housed in a room at the Presidential Arms Hotel.

■ That operation, he said, is too skimpy in these times, when advertising tax bills and other regulatory measures keep dropping into the legislative hoppers.

"We're not doing enough in Washington; we're not doing it thoroughly and not fast enough," he said.

"We need a staff that can keep a reservoir of information available to members of Congress, a staff that can furnish complete and accurate data on the advertising field at a moment's notice.

"The staff the committee has in mind would seek and locate these facts and distribute them. It would report promptly and cogently to the whole industry on legislation and other matters in the nation's capital that affect advertising."

■ Mr. Feemster shied from being any more specific. "There'll be important news, though, after the Minneapolis meeting," he said. #

Hoyt Has Grace Division Only

In the list of first-quarter account changes reported in ADVERTISING AGE April 27, Charles W. Hoyt Co. was erroneously shown as having been assigned the entire W. R. Grace & Co. account. Hoyt has been appointed to handle the polymer chemical division only. Kelly, Nason continues to handle several Grace divisions.

The wheel

Once upon a time, the world did not roll merrily along. It scraped, slid, tumbled and dragged. Then someone invented the wheel. How did he get the idea? It took a unique perception—the ability to discern the circles hidden in a world of squares. From such an insight comes, privately, the sense of supreme satisfaction—and professionally, a Competitive Edge. In today's world of advertising the problem is much the same—finding the wheel that can make things roll. Often it is not the obvious one, but a wheel *within* wheels—an inconspicuous but beautifully rounded idea that may well be the crucial cog in the machinery of moving goods. This is the function of all advertising agencies. It is a proved accomplishment of

WARWICK & LEGLER, INC., ADVERTISING 375 PARK AVENUE, NEW YORK 22, NEW YORK

More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

The Poorest of Excuses

It is doubtful if anyone has ever voiced so specious and illogical a "defense" to an FTC citation as that which Curtis Bros. Inc., a Washington furniture retailer, has issued in response to a comparative-price complaint from the FTC.

Curtis Bros. argued that "regular" in advertising does not and should not mean the price at which the advertised items are normally sold, but rather the price the merchandise could be sold for if the "regular" mark-up were applied.

The retailer's reply to the complaint said, among other things:

"Both business and the public have over the years taken into consideration the fact that advertising claims are advertising claims and not scripture, and purchasers investigate and shop subsequent to exposure to such claims . . .

"The over-protective, over-regulatory, arbitrary and capricious approach made by the FTC in the field of advertising by highly competitive retail businesses will ultimately result in producing a race of idiot consumers or purchasers who will be at the mercy of merchants in every country except America, and it is unfair to the tourist American to provide a purchaser's utopia in this country that will leave him unprepared to purchase commodities or to do business anywhere else in the world . . ."

Despite this touching concern for the tourist American and his difficulties in dealing with retailers elsewhere in the world, we are all for having him reasonably protected against misrepresentation here at home, and we are shocked at the callous attitude expressed in the Washington retailer's response.

There have been occasions when we have believed that the FTC tended to be over-zealous in its efforts to protect buyers. This was notably true when it tried so hard to make "free" mean something it has never meant to any buyer; but this is certainly not the same thing as making comparative price advertising adhere to something resembling reality.

If comparative prices can be used freely, without regard to the facts, this is simply misrepresentation, and no amount of rhetorical hair-splitting can change it. We have too much phony comparative-price advertising already, and such phony comparisons do more than their share of harm in destroying the believability of all advertising.

We believe that the consumer has a right to be protected against phony comparative-price advertising. And we applaud any FTC or BBB activities that help provide that protection.

Liking Is Nice, But . . .

A couple of items in the news last week bring us, once again, to our oft-repeated assertion that in advertising, liking isn't necessarily the same as selling.

AA's Pulse-conducted survey of what viewers like and don't like in video commercials is one of those items; the comment of a West Coast brewery executive on his advertising is the other.

The special ten-city survey made by Pulse bore out some of our own prejudices and produced some interesting results, but it also again demonstrated that asking people how they like to be sold can be a hazardous operation unless one understands that the results must be taken with a very considerable grain of salt. People being people, they naturally like pleasant things more than they like unpleasant things, and they like airy, frothy, cheerful commercials better than they like distressful, serious, sober ones.

But F. G. Wessinger, vp of advertising for Blitz-Weinhard, West Coast brewer which has just changed its advertising agency, made the ultimate point:

"Exciting ads don't always work for selling beer," he said. "We felt that we should have more sell in our ads, and the agency disagreed with us."

Of course, there is no pat answer—"exciting" ads, and ads that the public has enjoyed, have done tremendous selling jobs; but winning in a popularity contest is not necessarily proof that an ad will win in the sales derby.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

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Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Alberi Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Maleckl, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Morts, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—C. B. Sugar, Batten, Barton, Durstine & Osborn, Los Angeles.

"Smedley asked him about the Taft-Hartley bill, and he said, 'If it is commissionable, pay it'."

What They're Saying . . .

Oh, What to Do?

A Humble Oil man we have just heard about refers to his newly purchased small foreign car as a Quandary, although that isn't the name its manufacturer gave it. The Humble man's problem is that, upon examining the car after he got it home, he found a factory sign on the oil filter cap reading, "Use Shell oil only!"

He plans to defy the factory and use his own company's products, naturally. But he can't help wondering what will happen to his guarantee if anything goes wrong and the auto people find out he has been sneaking Humble oil into the thing.

—Houston Chronicle, March 2, 1959.

Create an 'Itch to Own'

A good ad should be like a good sermon. It should comfort the afflicted and afflict the comfortable. When a prospect obviously can afford a new or better article, it's the duty of a good salesman to imbue the prospect with a little discontent. There are two kinds of discontent—devilish discontent and divine discontent. All the progress that has been made in this world has been made because of divine discontent. Creating an *itch to own* is good—good for the sell-er and good for the sell-ee.

—"Profit Parade," a section appearing in all of the Haire Publishing Co. publications.

How to Improve Business

Magazines are encyclopedic chronicles of the life and times of man. They employ the ablest minds and the most skillful users of our language. Nothing should ever interfere with editorial integrity, for a magazine prospers only if its values are true. We, at *McCall's*, know that we will improve our business to the degree we improve our country.

—Governor Arthur B. Langlie, president of McCall Corp., at the Newcomen Society dinner honoring McCall's' 90 years of service.

Shout!

You can't tell me hollerin' don't sell goods!

—Newsman at Chicago and Michigan Avenues, one late Saturday afternoon.

Rough Proofs

It seems that Senator Morse really was kicked in the head by a horse, but some of Mrs. Luce's friends may have concluded that it must have been a mule.

•

If those numerous writers and editors who habitually misuse "fortuitous" happen to get it right, the result is strictly fortuitous.

•

The New York Yankees have been languishing in the second division during the early weeks of the season, and Casey Stengel may have hearkened to the pleas of fans in other cities for a closer and more interesting pennant race.

•

Fred Gamble, the urbane and polished president of the Four A's, has been with the association since 1929, and in spite of the crises which have marked the period, he would probably not refer to it as the Thirty Years' War.

•

Rough Proofs' prediction of Arthur Godfrey's early return to the airwaves may have been unduly optimistic, but like Gen. MacArthur his program can be summarized in the words, "I shall return."

•

Reader's Digest, presented with a special citation by the International Advertising Assn. for its contributions to world understanding, might suggest that now is the time for students, business men and government officials to increase their understanding of the languages in which it appears overseas.

•

"I was a wonderfully terrific teen-ager for the FBI" will no longer appear as part of a Seven-Up commercial, since the advertiser has now learned that the U. S. Constitution, the White House and the FBI are American institutions which must not be treated with unseemly levity.

•

"The Naked Maja" (motion picture) has been having trouble with the Post Office because of reproductions of "The Naked Maja" (painting), but it will come out all right when they total up the records at the movie box office.

•

Machine Design says this year "managements are suspicious of anything that can't prove it's paying its way."

Even the 1959 corporate image must be a good reflection.

•

The Air Transport Assn. no doubt adopted a vote of thanks to the Assn. of American Railroads for running that ad showing a happy airline passenger enjoying a sumptuous meal aloft and generously conceding that business to the monarchs of the skies.

•

The entry of the Nielsen drug and grocery services into France may mark a new era in the way those canny retailers keep track of their purchases, sales and inventories.

COPY CUB.

During the first quarter of 1959

The Washington Post gained

over 1,375,000 lines of advertising

to make it the largest first quarter

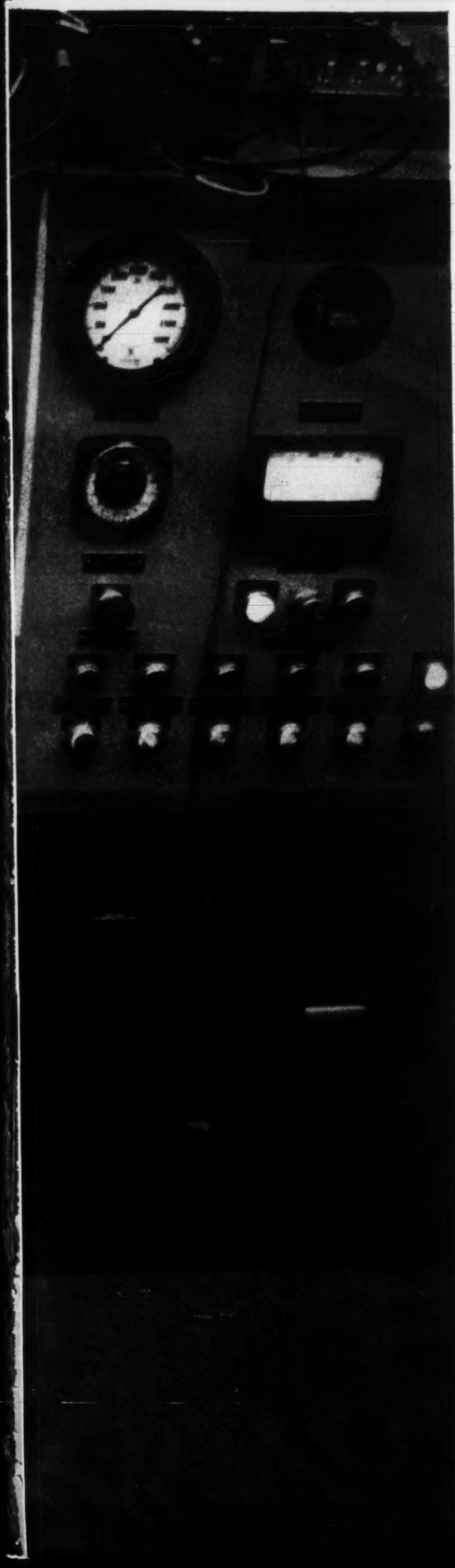
in its history

Media Records

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

SUPERSONIC
TUNNEL



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

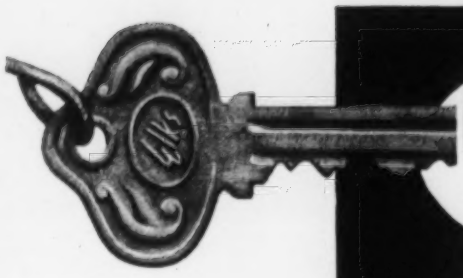
Including ***Space Technology***

A McGraw-Hill Publication 330 West 42nd St. New York 36, N. Y.

Aviation's largest engineering-management audience.

ABC PAID CIRCULATION 71,950

ABC ABP



your key to a

LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *35.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $7,220 is exceeded by just 6 of the 53 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information? Write for your copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

Reach America's biggest families

The FIRST of the big spenders!

Simple arithmetic tells you that Catholic families buy more, spend more than the average family unit of America. With a family unit of 4.69 persons compared with an average of only 3.61 for U.S. as a whole, the Catholic family market is a target worthy of special selling attention.

The shortest distance between the advertiser and this big-spending audience is the media in which they have the most trust and confidence. On this point, a blind study made by Statistical Tabulating Company revealed that among OSV-housewives, 55.2% rated Our Sunday Visitor as the publication in which they have the most confidence. A perfect "climate" in which to sell your product!

We'll be glad to show you the complete report, plus many other surprising facts about our "big-family" readers—the *first* of the big spenders! Call or write without obligation.

ACCENT ON YOUTH!

Major percentage of OSV-Register readers are in these BUY-AGE levels:

Age	Women	Men
18-25	10.7%	8.6%
26-35	30.2%	27.2%
36-45	25.4%	28.7%
46-55	16.3%	17.2%

COMPARE VALUE RECEIVED!

June 30, 1958 ABC Publishers' Statements show that Our Sunday Visitor-Register Unit has a circulation of 1,662,522. An actual BONUS of 27.9% over the Unit's guarantee of 1,300,000—a gain of 5.9% over June 30, 1957. Cost per page per thousand delivered circulation is only $2.53.

OUR SUNDAY VISITOR—REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St./CEntral 6-8481 • NEW YORK-18 E. 39th St., Room 515/Lexington 2-8188

Getting Personal

Four A's snapshots: **Vern Myers** of *Look* looking for a fourth "pigeon" for golf, and winding up $10 poorer . . . A starved **David Ogilvy**, who couldn't outwait the dining car line, rescued by **Larry Valenstein** of Grey Advertising, who brought along a hamper full of fried chicken justincase . . . **Charlie Lipscomb** of newspapers' Bureau of Advertising turning up at Television Bureau of Advertising cocktail party—"We cut each other's throats, but not socially." And **Pete Cash** of TvB saying to Lipscomb, "Next year, you give the party." . . **Harry Harding** of Young & Rubicam taking photos all over the place . . . **Bob Lusk** of Benton & Bowles and **Ray Sullivan** of Sullivan, Stauffer, Colwell & Bayles breakfasting together, and too quickly admitting they were setting up an agency to be called Sullivan & Benton-Bowles & Stauffer-Colwell & Bayles . . . **Hay McClinton** of Reach, McClinton, who's been to the Greenbrier before, hitting the hay instead of the dining car line . . . **John Sasso** of G. M. Basford Co., with a three-day long cigar . . . Any agency man you could name would gladly have settled for 15% of the gambling casino's haul . . . **Clint Frank** of the Chicago agency of the same name winning and losing some side bets on the golf course with a non-agency guy named **Sam Snead** . . . Happy coincidence: First guy **Mac Dane** of Doyle Dane Bernbach walked into was a client, **Don Hanson** of *Woman's Day* . . . Best athletes of the convention were **Harry Chesley**, of D'Arcy, and **Bob Gamble**, who has his own shop in Washington. Chesley walked off with trapshoôt, low net and closest to pin prizes. Gamble grabbed putting contest award and tennis doubles prize (with **Dave Ferriss** of Gardner Advertising). Chesley shared low net award with **Bob Bode** of Kudner . . .

GOING NATIVE—*John Connor, creative director of Cunningham & Walsh, San Francisco, makes friends with a Fiji islander on a trip to Vitu Levu he and Fred Manley, C&W copywriter, made via Qantas to "get the feel of their client's in-flight service."*

New titles: **Charles Schlaifer**, president of his own New York agency, has been elected an Honorary Fellow by the American Psychiatric Assn. Adman Schlaifer also was co-author of a paper presented at the group's annual meeting . . . **John McNeil Burns**, account exec at Young & Rubicam, is new president of the New York Republican Club . . . **W. Arthur Cullman**, associate prof of business organization at Ohio State, named adman of the year by the adclub of the Columbus area Chamber of Commerce . . . Denver adwoman of the year is **Ariel Parker** of the *Mountain States Banker* publication . . . **James B. Boynton**, Fawcett ad director, is new chairman of the Postmaster's advisory committee on second class mail . . . **Mark Feree**, general business manager for Scripps-Howard, dubbed Hoosier Man of the Year by the Sons of Indiana. The organization is also giving a citation to **Eugene C. Pulliam**, publisher of the *Indianapolis Star* . . .

MEMORIAL SCHOLARSHIP—*Mrs. Estelle Knapp, widow of David Knapp, founder of Knapp Engraving Co., presents a $5,000 contribution to the scholarship fund of the Advertising Agency Production Club of New York. The club president, Ralph A. Santulli of E. M. Freystadt Associates, accepts the check at a reception and dinner at the Hotel Plaza in New York, given by the Knapp company to mark its 40th anniversary. More than 300 agency art and production people attended.*

April nuptials: Judith Schweitzer and **Joseph J. Ryan Jr.**, son of the assistant director of pr and advertising for the United States Lines . . . Judith Simmons, daughter of **Gurdon Simmons**, promotion director for Einson-Freeman Co., and Paul Revere Allen Jr. . . . Mrs. Ruth Newburn Sedam and **Carleton D. Smith**, NBC vp and general manager of the network's Washington, D. C., stations . . . Rachel Willmarth, daughter of **John Willmarth**, exec vp and art director of Earle Ludgin & Co., and John Douglas Senne Jr. . . .

Francis "Bud" Tominey, ad manager of *Advertising News in Boston* and *New England Printer & Lithographer*, now carries Attorney in front of his name. He was among 87 who recently passed Massachusetts bar examinations . . . Nancy Jackman will be wed Oct. 24 to **Richard I. Zorn**, vp of George A. Selvin & Co., Hackensack, N.J., agency, and a partner in Posters of the World Ltd., mail order company . . .

On sick call at KMPC, Hollywood, is **John Asher**, director of advertising, recuperating from major abdominal surgery . . . **Daniel W. Kops**, president of WAVZ, New Haven, and **John Paul Goodwin**, chairman of Goodwin-Dannebaum, Houston agency, have been elected presidents of their local Rotary clubs . . .

In Los Angeles, women who know their onions shop first on First Street

You can't fool a woman about food, or food buys, or the best place to find 'em.

Must be why The Los Angeles Times is currently carrying more than 90% more retail grocery linage than the second ranking metropolitan newspaper... or, to put it another way, more than the third and fourth newspapers combined.

And retail grocery ads are a sure gauge of a newspaper's effectiveness. Women shop them... act on them now. This morning's ad moves merchandise, rings cash registers, this morning – posting an index of advertising value for all to see.

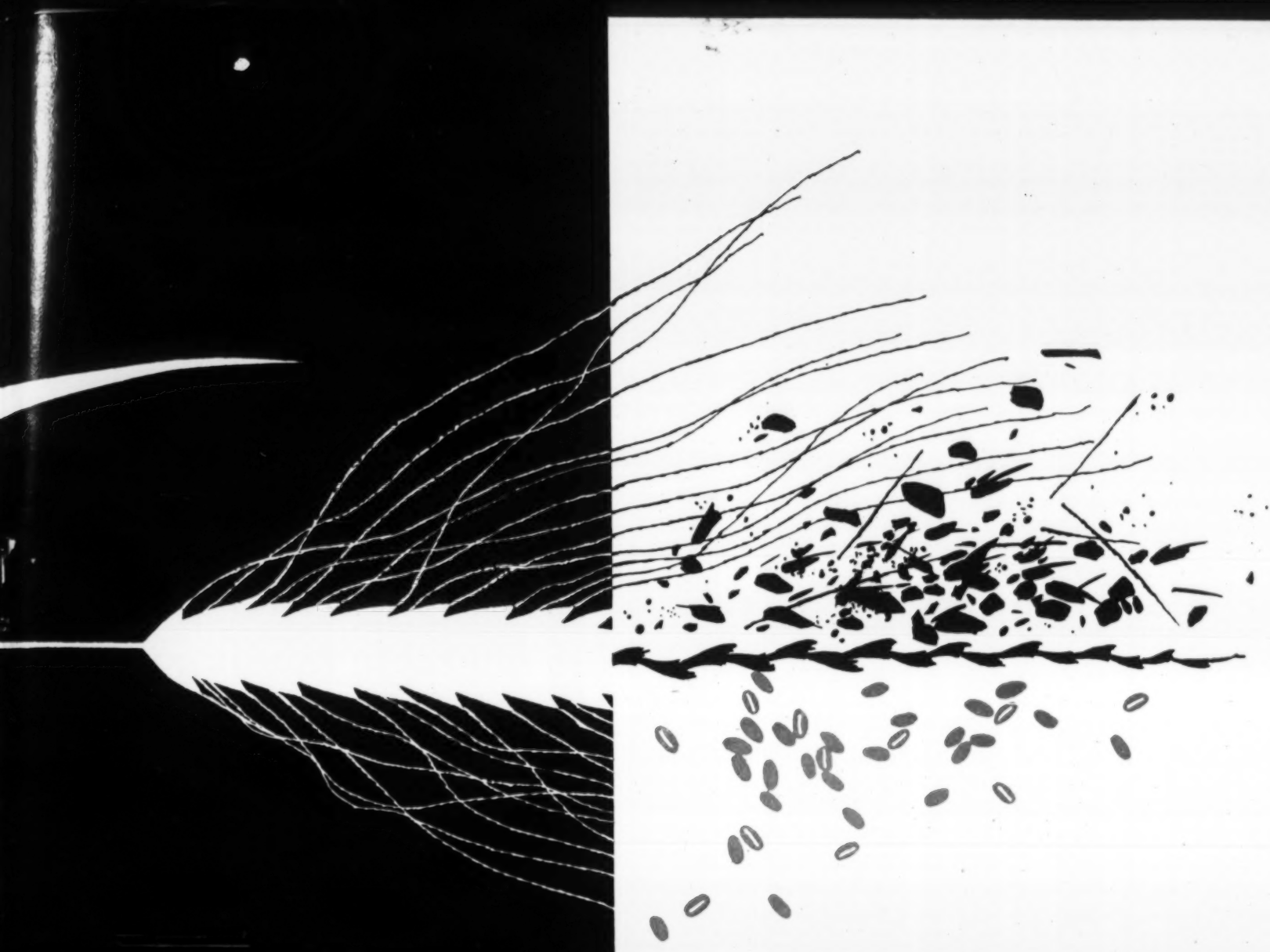
If you're a media man who knows his groceries, chances are your schedule already starts on First Street in Los Angeles. That's where The Times lives.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta and San Francisco

When you measure management men, remember,



it's quality of mind that counts . . . . . .

Quality of mind makes all the difference.
Certainly it is the distinguishing mark of today's top management executives and those on the way up.

What other single group holds as much influence on the prosperity and progress of this country? Who else can decide what products and services a company will buy? And what better way to reach them than through the magazine that is oriented to their management responsibilities and to the quality of their minds.

Advertisers who want to reach management find . . .

FORTUNE gets results.

Who are these men?

Check or fill in the identification that you think is correct. Then turn to page 77 for the right answer.

( ) **Texas state senators**

( ) **An honored sales team**

( ) **Agricultural college presidents**

( ) _____
(Your guess)

NBC Appoints O'Brien

Thomas S. O'Brien, formerly director of business affairs for NBC owned stations, has been named director of Far Eastern operations for NBC International and will headquarter in Sydney, Australia. Mr. O'Brien also will be managing director of NBC International of Australia Pty. Ltd., a new company soon to be organized by NBC International.

Hirsch Heads Sales at TvB

James C. Hirsch, formerly national sales representative at the Television Bureau of Advertising, New York, has been promoted to director of national sales. Mr. Hirsch fills the vacancy left by Halsey Barrett when he joined the Katz Agency, media representative, some time ago as director of television sales development.

Golick Joins Grey in Canada

Peter Golick, formerly vp of Ronalds Advertising, Montreal, has joined Grey Advertising as vp and general manager of its new Montreal office. Grey was named last fall by Canadian Industries Ltd. to handle the textile fibers division, previously with Cockfield, Brown & Co., and announced then it would open a Montreal office.

WSBA Appoints Eastman & Co.

WSBA, York, Pa., formerly represented by Headley-Reed Co., has appointed Robert Eastman & Co. as its national representative.

CONSUMER PUSH—*American & Efird Mills, Mount Holly, N. C., cotton yarn spinner, is running this b&w page in the June Esquire as part of its first consumer campaign. Other ads run in Mademoiselle, The New York Times Magazine, The New Yorker and Vogue. S. R. Leon Co., New York, is the agency.*

Farrand Succeeds Ulrich in Curtis PR Post

Robert K. Farrand has been appointed director of public relations of the Curtis Publishing Co., Philadelphia. He succeeds E. Huber Ulrich, who last December was appointed senior vp and director of circulation (AA Dec. 15, '58).

Mr. Farrand was marketing manager of *The Saturday Evening Post* since May, 1958. Before that

E. H. Ulrich

R. K. Farrand

he was merchandising manager and retail merchandising manager. Jesse Ballew, previously on the New York sales staff of the *Post*, succeeds Mr. Farrand as marketing manager.

NAB Sees Sales Gains

The National Assn. of Broadcasters says a survey covering 733 radio stations predicts a 2.5% rise in income this year, while a similar study of 195 tv stations indicated a 7.2% prospective gain. No networks were queried. Rosiest predictions for radio were in markets of 500,000 to 2,500,000 people; for tv the best gains were seen in small markets and in those with more than 1,000,000 persons.

Tasti-Cup Names Hartman

Tasti-Cup Coffee Corp., Brooklyn, has moved its account from Roy S. Durstine Inc. to L. H. Hartman Co. for all advertising and promotion of its new liquid Tasti-Cup coffee, packed in aerosol cans. Trade and consumer campaigns are being planned for a market-by-market introduction "as early as feasible," the agency said.

B&B Elects Bloede to Board

Victor G. Bloede, vp and creative director of Benton & Bowles, New York, has been elected a member of the board of directors. He joined the agency in 1950 and has been copy chief and a member of the plans board since 1957.

Lion Elects Hollander VP

Stephan Lion Inc., New York art and design consultant, has elected Richard C. Hollander, with the company since 1951, as vp.

KGB Joins ABC Radio

KGB, San Diego, Cal., formerly an affiliate of Don Lee and Mutual, has affiliated with ABC Radio.

IF YOU FOLLOW A PATTERN YOU'LL MISS A PROFITABLE MARKET

THERE are serious flaws in the Standard Metropolitan area concept of choosing markets in the first 100 group.

It is, therefore, important to consider a newspaper's primary market which is the true picture of the market and its rank in relation to the markets of the nation.

Roanoke, Virginia, is a case in point. The Standard Metropolitan area yardstick does not place Roanoke in the first 100—yet it is one of the great markets of the nation. See the facts in the column on the right.

A *Natural* TEST MARKET

It is isolated from competing markets, has minimum penetration from outside, self-contained economy, diversified industry, representative population, adequate size, sufficient distributive outlets, good newspaper coverage. Roanoke is a NATURAL Test Market.

*ROANOKE . . . *site of the World Premiere of the Westinghouse Total Electric Home.*

NOW GET THIS!

This free brochure gives you the FACTS clearly, concisely, authoritatively. It will be sent you immediately upon request.

Roanoke is a Burgoyne Test City with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER · FERGUSON · WALKER CO.

The Daily Newspaper is the Total Selling Medium

Quick Facts About ROANOKE NEWSPAPERS' 16-County Primary Market

ROANOKE NEWSPAPERS' COVERAGE

Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	61%

NEARLY HALF-BILLION-DOLLAR-MARKET
with 552,000 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 75th in Nation.

HOUSEHOLDS:
76th in Nation, with 138,500.

NET BUYING INCOME:
80th in Nation, with $690,937,000.

CONSUMER SPENDING UNITS:
74th in Nation, with 158,514.

RETAIL SALES:
82nd in Nation, with $474,497,000.

FOOD STORE SALES:
85th in Nation, with $109,654,000.

EATING & DRINKING SALES:
79th in Nation, with $23,664,000.

GEN. MDSE. SALES:
79th in Nation, with $60,981,000.

APPAREL STORE SALES:
92nd in Nation, $25,260,000.

FURN. HSLD. & APPL. SALES:
86th in Nation, with $24,884,000.

AUTOMOTIVE SALES:
80th in Nation, with $104,998,000.

GAS SERVICE STATION SALES:
78th in Nation, with $42,210,000.

BLDG. MAT. & HDW. SALES:
106th in Nation, with $28,026,000.

DRUG STORE SALES:
81st in Nation, with $14,264,000.

ALL OTHER RETAIL SALES:
74th in Nation, with $40,556,000.

*1958 Survey of Buying Power

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

Industry—once a matter of muscle and sweat—has been brought to new stature and service through the genius of its managers and workers. Great things are happening in industry—many of them in Chicago.

The attractive young lady above illustrates two advances: the pleasant, light and airy nature of much that goes on today in industry and, also, the creation of a device for speeding and lightening the work load for everyone. She is helping build a telephonic switching device at Western Electric's vast Hawthorne Works on Chicago's west side to speed communication so vital to all industry.

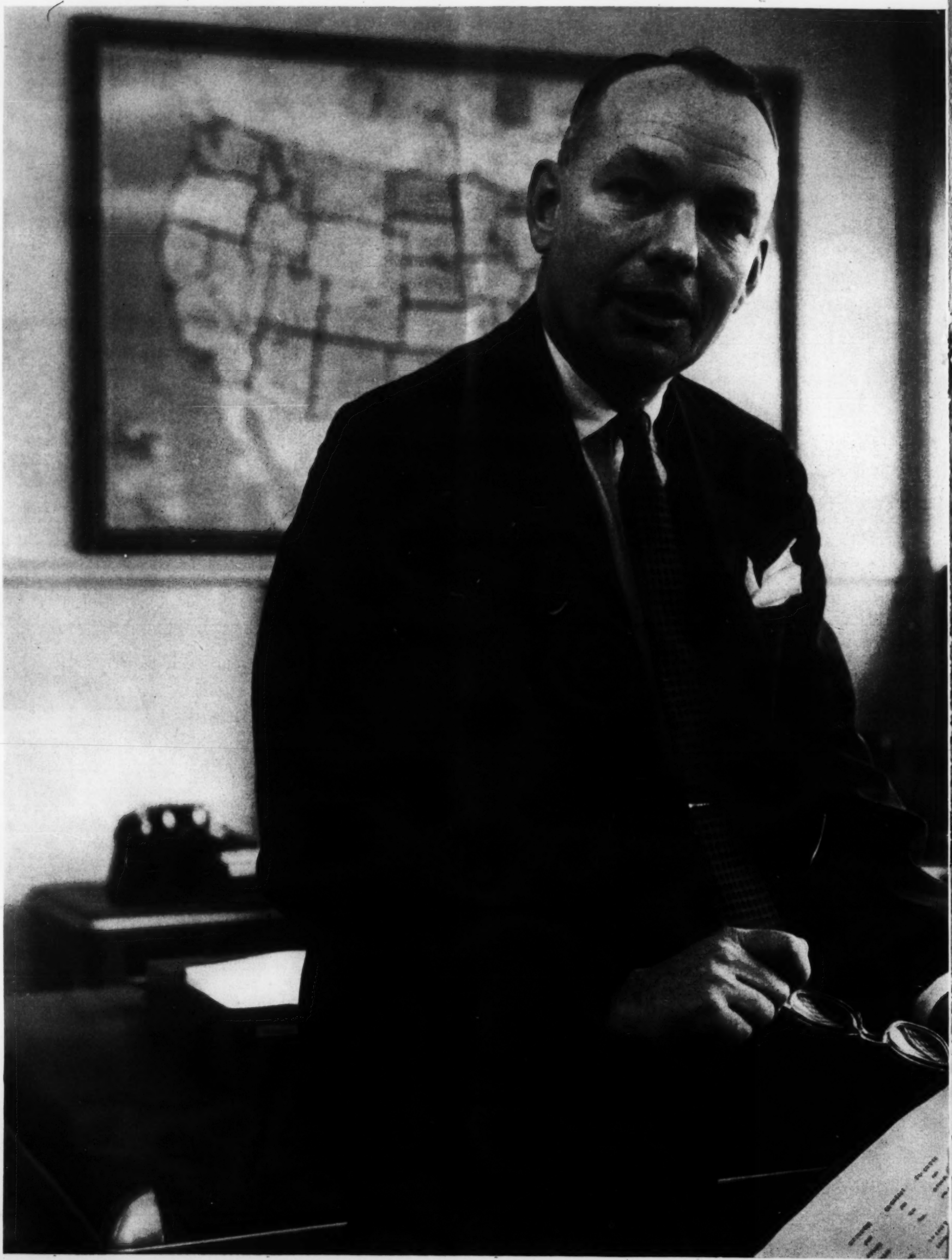
Chicago, long among the world's great industrial centers, has taken giant strides in the new world of electronics. A whole new kind of industry—born during World War II—has found one of its major centers here.

For complexity of wiring and exacting function, the control panels of the Chicago Sun-Times' giant presses rival the galaxy on which the young lady above works. It enables the new, four-color press units to operate at a 50,000 an hour clip, print more than 600,000 papers daily and more than 700,000 each Sunday.

Electronics contribute widely to the Sun-Times' production. From an intricate dial-tube message system to accounting, from setting type to transmitting pictures by wire, this new field helps speed the news from every corner of the world to your doorstep or newsstand.

The Chicago Sun-Times is proud to keep in step with a nation renowned for technical advance, for machines so adept that they seem almost human! The Sun-Times is proud that, employing every possible mechanical advantage, it can bring you a graphic, vivid, almost a living picture of what is going on in this city, the nation, and the world today.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!



"WE KNOW OUR ADVERTISING IN McGRAW-HILL PUBLICATIONS PAYS REAL DIVIDENDS"

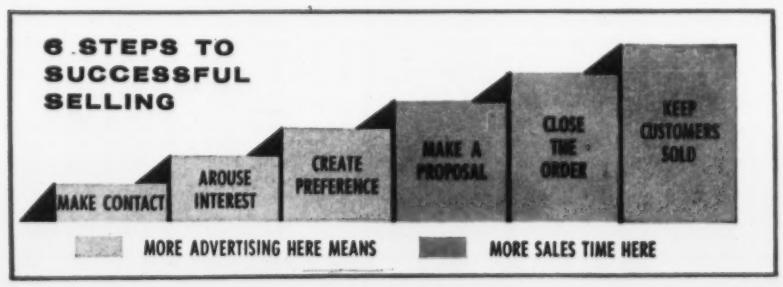
"Industry is expanding so rapidly we cannot expect our field force alone to reach every buying influence," says Charles W. Lockhart, Manager of Sales, Heating and Ventilating Division, Buffalo Forge Company. "A well-planned advertising program tells prospects how our equipment can help solve their problems.

"We know that our advertising in McGraw-Hill publications pays real dividends in our selling efforts. Recognition studies have demonstrated that 75 years of continued advertising have effectively established our reputation. Our sales engineers find they have more time for product selling because the 'Buffalo' name is known."

IF WHAT YOU MAKE OR SELL is bought by business and industry, you "mechanize" your selling when you *concentrate* your advertising in those McGraw-Hill publications that serve your major markets. Your advertising there goes directly to the men who are making buying decisions . . . talks their language when they are in a business mood . . . clears your salesmen's time for making specific proposals and closing sales.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



FTC Says Manufacturers' Price List Is Villain in Misleading Price Ads

Agency Warns There Is Going to Be a 'Lot of Litigation' in Six Months

WASHINGTON, May 5—As the Federal Trade Commission steps up its fight on misleading comparative price advertising, national price lists of many of the nation's top advertisers are being cast as the chief villain in the drama.

According to commission people who are in the front-line in the battle, almost nothing is being sold these days at the recommended price, so the price lists represent little more than a device for deceptive comparative price advertising by retailers.

"Manufacturers know it, but they continue to put out fictitious prices," one commission expert commented. "They are going to have to mend their ways, or within the next six months there is going to be a lot of litigation."

■ As commission people see it, price lists are no longer price lists in the sense that they reflect the regular retail price of a product.

"In the old days, a retailer received a printed list from the manufacturer and kept it under the counter. Only the sophisticated customer was aware that the list existed, and the retailer ordinarily tried to sell the product at the price the list suggested.

"More recently the public got wise, and began asking about lists. So new lists were worked out which consumers could see, but which still did not really reflect the right price for the product. Now we have reached a point where lists are no longer prices; they are simply advertising devices."

■ So far the commission has only nibbled at the nationally advertised price problem, but there are signs that the staff is gaining enthusiasm for its task. Complaints have been issued against preticketing and fictitious pricing in national brands of watches and electric shavers, and there have already been some successes in knocking out the most inflated price quotations.

Among electric shaver manufacturers, in particular, there has been noticeable withdrawal from the fictitious price race, after a situation last December where "$32" shavers were being offered universally for $16 or less. To achieve it, manufacturers simply eliminated the widely advertised "$32" items from their lines.

■ Benrus, which is fighting a case involving charges of false preticketing, admitted watches seldom, if ever, sell for the listed price, but it contended that most people know the listed price is merely a basis for bargaining.

As the commission staff digs deeper into the list price problem, it constantly finds new worlds to conquer. Currently, for example, there are experts within the commission who are hungering to go after the auto manufacturers.

"We have been watching these suggested prices which the auto dealers post under the auto labeling law," one FTC lawyer said, "and we have been comparing them with what we hear about the prices people pay for cars.

"I wouldn't be surprised if we could make a complaint stick that the auto manufacturers knowingly are putting fictitious prices into the hands of dealers."

■ In its fight against inflated list prices, the commission's staff takes the position that no list price may be advertised nationally unless the advertiser can show this is the usual price in much of the country. Where the national price is quoted in a particular community, the staff is prepared to do battle unless there is proof that the advertised price is the usual price in that particular community.

About the best way to illustrate what the staff has in mind, is to refer to a survey of appliance prices which was published in *Home Furnishings Daily*, April 2, 1959, covering nine items made by General Electric, Sunbeam and Toastmaster.

It showed that not one of these items were being sold at list price in any of 30 stores in eight cities which were shopped.

■ "How can you say that this list price is the regular price," FTC people comment, "when the product is not sold at anywhere near that price in any of these eight markets?"

With respect to a GE iron listed for $21.95, for example, the highest price turned up in the survey was $17.88 at Gimbel, Boston store, and Schuster in Milwaukee, but most stores were selling it for $13 to $14. A $21 Sunbeam mixer was on display for as little as $10.82 at Luskins in Baltimore, while the top price was $17.22 at Jordan Marsh in Boston.

■ Commission personnel take the position that manufacturers have a responsibility to be aware of the price which their products bring at retail. They contend that list prices of the kind used for the nine items in the *Home Furnishings Daily* report must be replaced with prices reflecting usual selling prices, or that list prices must be entirely abandoned if manufacturers are unable to quote a figure which comes close to reflecting the true value which the consumer is getting.

■ Guides against deceptive pricing which FTC issued last October specify that phrases like "manufacturer's suggested list price" must not be used in comparative price ads unless "the saving or reduction is from the usual and customary retail price of the article in the trade area, or areas, where the statement is made."

Commission personnel say that so far as manufacturers are concerned, decisions backing their point of view go back at least to 1941 when orders were issued

TO CREATE THIS DISPLAY
The PILLSBURY Co.
CHOSE
INTERSTATE BOOCHEVER
Fairlawn, N. J.
N. J.: SWarthmore 7-8400
N. Y.: OREgon 7-6804

If your advertising is not playing their song...

'TEEN can change your tune

against 5 major tire firms prohibiting the use of fictitious price lists which lead customers to believe they are getting savings below usual prices.

One of the most important decisions, so far as national advertisers is concerned, is a 1948 case involving price lists of Plaza Luggage & Supply Co.

Ruling against the use of deceptive price lists by this company, the commission gave this explanation of the role which it regards as proper for a price list:

■ "It has been and is a recognized business custom for manufacturers and wholesalers to publish or quote 'list' or 'catalog' prices which are subject to discount to retailers," the decision said, "the difference between the net prices and the list or catalog representing the profit at which the merchandise is expected to be sold at retail.

"The public is well aware of such long established custom and relies thereon, as the usual and ordinary retail prices; and any dealings by which the price reduction [is made] below such list or catalog prices represent and are savings from regular retail prices."

FATHER'S DAY—*Max Factor will promote its men's grooming products in June for Father's Day. Magazines, newspapers and tv spots will be used. This counter display headlines the theme of the drive. Kenyon & Eckhardt is the agency.*

Recently some confusion with respect to FTC's attitude toward comparative price advertising in local markets arose after the commission sent a letter to the California Retailers Assn. indicating it would approve a local ad which quoted a legitimate national list price so long as that list price was "not displayed in such a manner as to imply that it is the regular price at which it is sold in that city."

At the prodding of the Assn. of Better Business Bureaus, FTC last week issued a clarifying letter, emphasizing that ads using national prices will be regarded as misleading if the reader is left with the impression that he will make more of a saving than he normally would in his locality.

■ A letter from Charles Grandey, director, FTC's bureau of consultation, to G. H. Dennison, chairman, comparative price committee, Assn. of Better Business Bureaus, said:

"You pointed out that an advertisement by a retailer of 'manufacturers list price $400' and an offering price of $300 without further explanatory language would have the capacity to convey to the consumer that the saving was available to him in his trading area; and if $400 was not the usual and customary price in that locale, the saving was nonexistent, and therefore the advertisements would be deceptive.

"You are informed that we are in whole-hearted agreement with your views. It is our opinion that when a seller employs, in an advertisement disseminated to consumers in his trading area, phrases such as 'manufacturer's list price,' 'list price' or terms of similar import, in connection with a lower actual selling price, the advertisement directly and by implication creates in the minds of consumers the belief that the higher figure is the regular price at which the product is usually and customarily sold in that area.

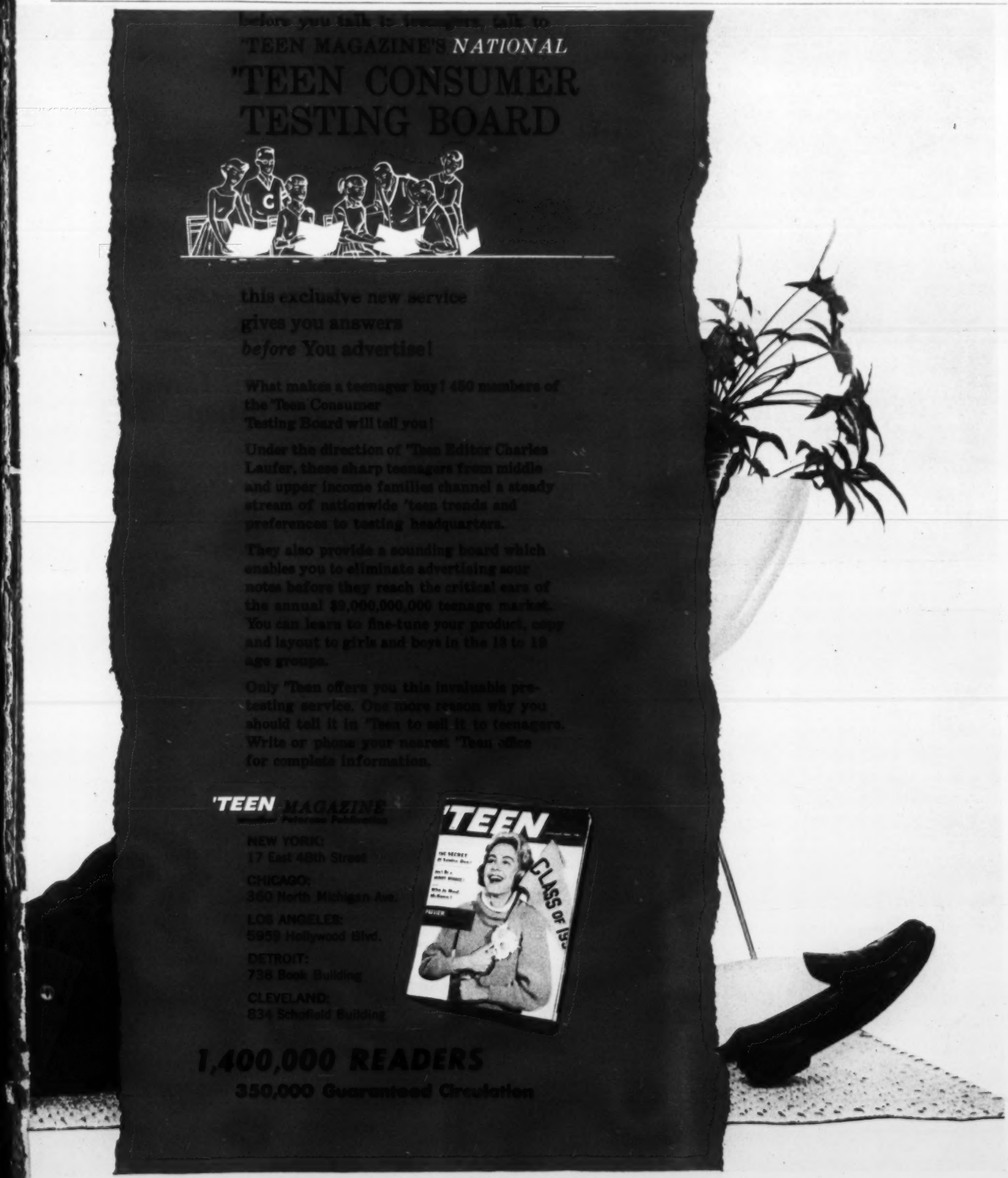
"It was pointed out to you that the context in which the representation is used, or further explanatory language, might dispel that belief. However, without these additional factors, such representation is regarded to mean the usual and customary retail price in the area where the claim is made."

■ While FTC staff personnel feel national advertisers have prime responsibility to see that their published price lists reflect realistic prices, they take the position that retailers who are close to the market cannot hide behind a fake price list put in their hands by manufacturers.

FTC's jurisdiction in retailing is relatively limited, outside the District of Columbia. Currently, however, it has several fictitious price cases "in the works" directed at retailers for using allegedly inflated national prices. In one case, announced only last week, Forbes & Wallace, Springfield, Mass., department store, is cited for advertising "Regina floor waxer . . . list price $64.50. F&W low $39.88." FTC said the item was not regularly $64.50 in Springfield. #

Trendex Adds Five Cities

Trendex has added five cities to its list of 20 used in the publication of the monthly tv program popularity report. The 25 markets will also form the sampling universe for the bi-monthly tv advertisers' reports. The new cities are Peoria, Pittsburgh, Little Rock, Richmond, and Tulsa. All are served by stations affiliated with the three tv networks.


before you talk to teenagers, talk to
'TEEN MAGAZINE'S NATIONAL
'TEEN CONSUMER
TESTING BOARD
this exclusive new service
gives you answers
before You advertise!
What makes a teenager buy? 450 members of the 'Teen Consumer Testing Board will tell you!
Under the direction of 'Teen Editor Charles Laufer, these sharp teenagers from middle and upper income families channel a steady stream of nationwide 'teen trends and preferences to testing headquarters.
They also provide a sounding board which enables you to eliminate advertising sour notes before they reach the critical ears of the annual $9,000,000,000 teenage market. You can learn to fine-tune your product, copy and layout to girls and boys in the 13 to 19 age groups.
Only 'Teen offers you this invaluable pre-testing service. One more reason why you should tell it in 'Teen to sell it to teenagers. Write or phone your nearest 'Teen office for complete information.
'TEEN MAGAZINE
NEW YORK:
17 East 48th Street
CHICAGO:
360 North Michigan Ave.
LOS ANGELES:
5959 Hollywood Blvd.
DETROIT:
736 Book Building
CLEVELAND:
834 Schofield Building
'TEEN
CLASS OF 19
1,400,000 READERS
350,000 Guaranteed Circulation

MEET THE
MUNICIPAL MARKET

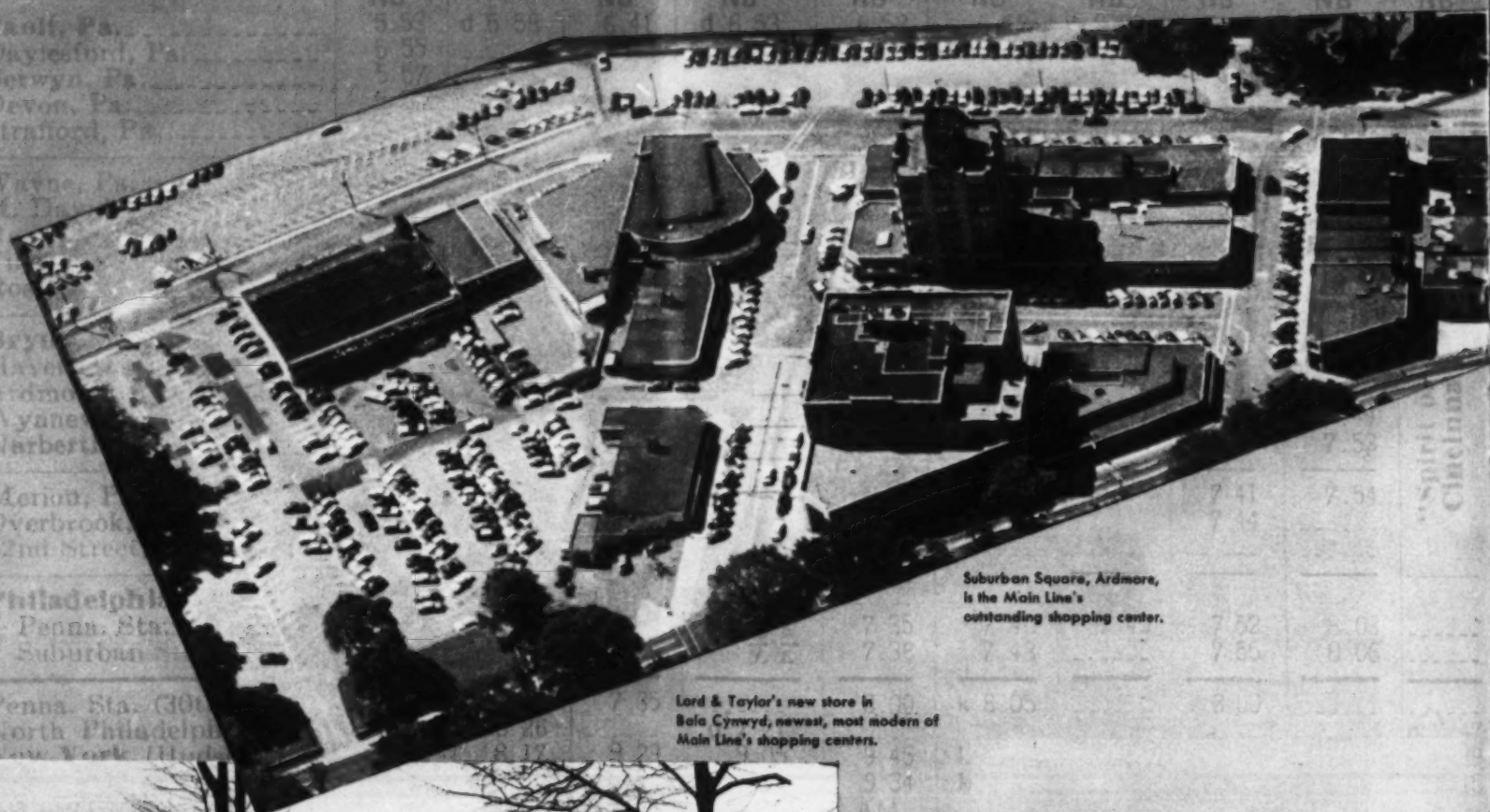
These mayors and city managers, 7,500 strong, from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!

This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. Five year success record. 11,325 audited circulation!

BPA NBP

MAYOR and MANAGER
LAW and ORDER
72 West 45th Street • New York 36, N.Y.

THE MAIN LINE FOR . . .



Suburban Square, Ardmore, is the Main Line's outstanding shopping center.

Lord & Taylor's new store in Bala Cynwyd, newest, most modern of Main Line's shopping centers.

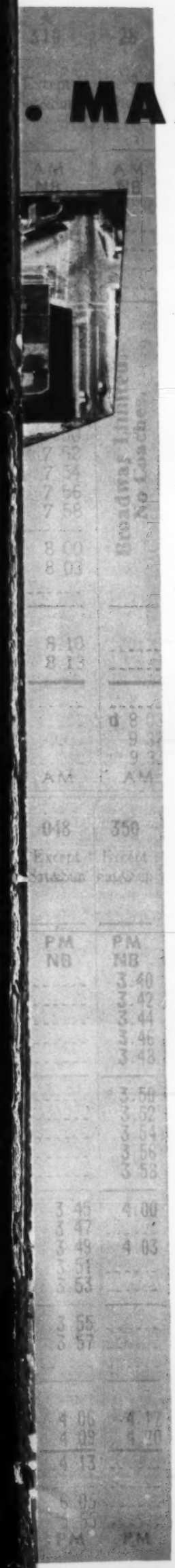
John Wanamaker's store in the Main Line Shopping Center, Wynnewood, Pa.

The Main Line of Philadelphia

To Philadelphians, the Main Line suburbs are synonymous with gracious suburban living. Spacious homes surrounded by expansive greenery, fashionable clubs, smart stores and shops reflect an enormous $12,034 average income per household. Main Line families live in the suburbs and *shop* in the suburbs. Giant shopping centers with modern stores of such famous merchandisers as Bonwit Teller, John Wanamaker, Strawbridge & Clothier and Lord & Taylor contribute to a whopping $93.5 million in retail sales in Lower Merion township.

Today these nineteen Main Line suburbs with their booming sales have new importance for national advertisers. Now they can be covered in depth with SUBURBIA TODAY, the fine colorgravure supplement of:

MAIN LINE TIMES
ARDMORE, PENNSYLVANIA



. . . MAXIMUM SALES . . . in THE MAGNIFICENT MARKET OF *Suburbia Today*

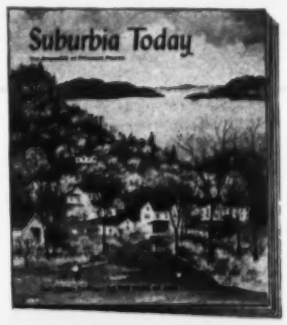
Philadelphia's famous Main Line suburbs exemplify the enormous concentration of buying power in the Magnificent Market of SUBURBIA TODAY. The 450 outstanding suburban communities covered in depth by SUBURBIA TODAY and its 179 distributing local newspapers embrace America's most responsive market for quality products.

This carefully selected audience of high-income, home-owning, multi-car families sets SUBURBIA TODAY apart for the opportunity it affords advertisers to focus their advertising on suburban families whose discerning tastes are matched by their ability to buy.

Skillfully edited to capture the interests of prosperous families who enjoy the casual, but elegant suburban way of life, SUBURBIA TODAY follows your most alert dealers into the booming land of modern shopping centers, giant supermarkets, and smart shops and showrooms. It is the colorgravure magazine of the influential newspapers your suburban dealers advertise in to reach preferred customers.

Your SUBURBIA TODAY representative would like an opportunity to show you the importance of having SUBURBIA TODAY high on your list of media. Call him in soon.

The smart monthly colorgravure magazine of 179 selected suburban newspapers



Suburbia Today

Leonard S. Davidow, *Publisher*

Patrick E. O'Rourke, *Advertising Director* • James L. Thompson, *Advertising Manager*

153 North Michigan Avenue, Chicago 1, ANdover 3-1270

NEW YORK 22: 405 Park Avenue, PLaza 5-7900
DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262
CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677
LOS ANGELES 5: Blanchard-Nichols Assoc., 633 S. Westmoreland Ave., DUnkirk 8-6134
SAN FRANCISCO 7: Blanchard-Nichols Assoc., 900 Third Street, YUkon 6-6341

Now reaching 1,218,441 families in over 450 selected suburbs.

Suburbia Today

The Magazine of Pleasant Places

Waldie & Briggs Adds Two Accounts; Names Four to Staff

Waldie & Briggs, Chicago, has been appointed to handle advertising for a new line of wrapperless frozen food cartons being produced by the Kieckhefer-Eddy division, Chicago, of Weyerhaeuser Timber Co., Tacoma. The agency also has been named to handle advertising for Liquid Controls Corp., North Chicago.

Waldie & Briggs has appointed A. E. Hale and John Hugunin to its copy staff, Ray Flens an account manager and Eileen Wherity assistant production manager. Mr. Hale formerly was assistant to the advertising manager of MarPro Inc.; Mr. Hugunin previously was with McCann-Erickson; Mr. Flens was Chicago regional ad manager of U.S. Industries, and Miss Wherity was with Ladd, Southward & Bentley.

St. Anthony MESSENGER
National Catholic Family Magazine
Are you one of our successful advertisers?
JULY ISSUE CLOSING MAY 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

Stanley Works Launches Biggest Drive in Its History

NEW BRITAIN, CONN., May 5—Stanley Works is using magazines and mailing pieces to promote its line of hardware, garden tools and other products this year. The program is the biggest in the company's 117-year history.

The promotion was kicked off with a two-color folder inserted in the March issue of *Popular Science*. Some 200,000 additional folders were sent to dealers.

■ Also on the schedule are 11 two-color pages in *The Saturday Evening Post*, 11 additional pages in *Popular Science*, 11 pages in *Popular Mechanics* and two two-color pages in *Farm Journal*.

One of the *Popular Science* ads next fall will be an eight-page gatefold devoted to hand and electric tools and hardware.

Hugh H. Graham & Associates, New Britain, is handling the promotion. #

MacFarland Joins Wilson

Edward W. MacFarland, formerly general manager of Typographic Craftsmen Inc. and before that with the Marschalk & Pratt division of McCann-Erickson, has been appointed vp of Robert E. Wilson Inc., New York pharmaceutical advertising agency.

Creativity Major Service Agencies Perform: Strouse

JWT's President Calls Over-emphasis on Marketing a Fad

SAN FRANCISCO, May 5—Creativity, in the opinion of Norman H. Strouse, president of J. Walter Thompson Co., is the "one major ad agency service the client usually cannot perform for himself.

"In recent years," Mr. Strouse told an early-morning press conference here, "agencies have gone through a fad-phase of marketing in which there has been a de-emphasizing of the all-important element of creativity.

"All marketing services must be made available to clients, of course," he asserted, "but many of these services are the kind a client could do himself. The one thing the client can't do on his own is the kind of creative work a good agency can perform."

Mr. Strouse, who was born in Olympia, Wash., and once served with JWT in its San Francisco office, was in San Francisco "on the tail end of a California vacation spent in the Napa Valley area."

■ "Our agency," he told a group of press people, "will enjoy a substantial increase in the total volume of advertising activity among our clients this year, even though budgets were late in being firmed up."

In commenting on the "merger fever" which seems to have hit the advertising agency field in recent years, Mr. Strouse asserted that "the local or regional agency cannot adequately serve accounts which have national needs.

"The small agency will always have a major role to play," he went on, "but the agency that wants to remain small in order to enjoy the intimacy of one or two man operation will have to recognize as a fact of life that some accounts that grow into national advertisers will of necessity require the services of a larger agency."

Total national advertising directed at "creating new wants and desires among the consuming public" has increased at a greater pace in recent years than national production, Mr. Strouse declared.

■ "One of our greatest bulwarks against inflation," he said, "is the fact that the U.S. today has far greater plant capacity than demand. However, we have tried to raise wages faster than productivity and this contributes to inflation.

"The satisfaction of new desires created by advertising," Mr. Strouse said, "is the soundest way possible to assure more and more jobs for more and more people and the high income which accompanies productivity."

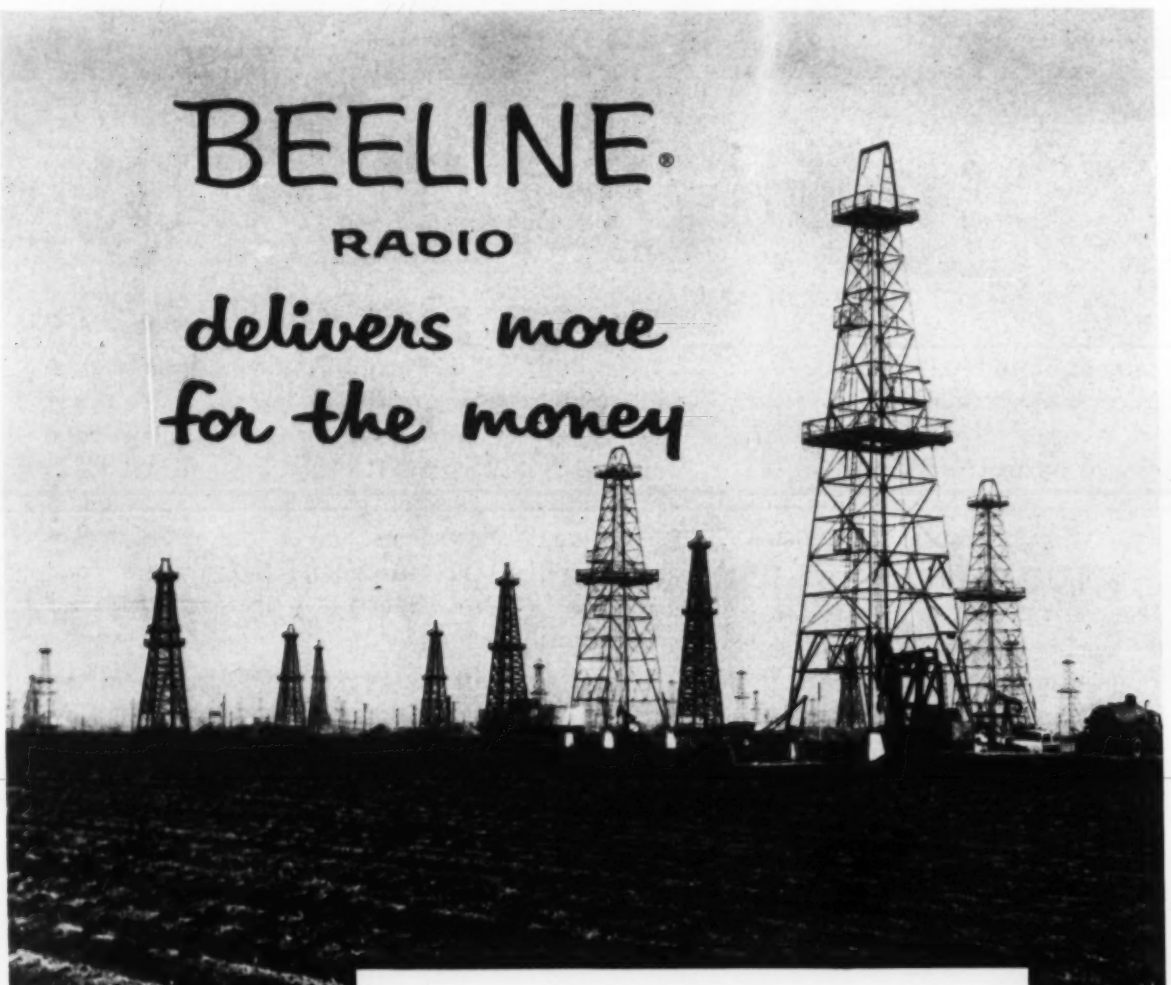
He noted that long range planning has become "almost standard operating procedure in most fields of management concern—market projections, product development and innovation, manufacturing facilities and finance.

"The one very important ingredient which seems to have been left out of long range planning is advertising.

"There will come a time, I'm sure," Mr. Strouse said, "when management will be projecting advertising requirements right alongside market potentials and facilities requirements at least three to five years ahead—and will be setting advertising plans into effect that will be as little subject to casual change as plans for plant facilities." #

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE®
RADIO
delivers more for the money



Riches come from the earth of Kern County all around Bakersfield, home of McClatchy's KERN. Kern County is California's leading oil producer, yielding $280,324,000 worth of crude in 1957. *(Bureau of Mines, California)* In addition, farm products sold in Kern County in 1957 totaled $237,990,000, making this vigorous county second in the United States. *(Sales Management's 1957 Copyrighted Survey)*

Make your mark in Kern County and throughout the happy-spending Beeline market by telling your story on McClatchy stations. As a unit purchase, Beeline stations give you more listeners than any combination of competitors . . . at the lowest cost per thousand . . . by far. *(Nielsen & SR&D)*

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

AGAIN

WINNER

and still champion...

IN A FIELD OF THREE STRONG MAGAZINES... it's not easy to find the key to success! But SPORTS AFIELD seems to find it time and again. As a result it continues to lead the sportsmen's field!

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts help simplify your advertising plans – select Sports Afield, again winner – and still champion!

SPORTS AFIELD . . 1,049,383

Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending December 31, 1958.

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

MARC BOMSE

IT PAYS TO CALL IN A BUSINESS SUIT WHEN YOU CALL ON A BUSINESSMAN

Maybe you can't hide in your salesmen's back pockets and control what they wear, or do and say when they call on a businessman . . . but there's one way you can be sure your business advertising is "well-dressed." What makes Business Week so right for you is what makes it so different from publications directed to the general public. . . nothing but business news for nobody but businessmen, 52 weeks a year..."for management only, by subscription only"..."most useful" (ask your own customers and prospects) of any magazine in its field. Net result: more management readers for your advertising dollar.

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

U.S. Chamber Tones Down Support for Reciprocal Trade

WASHINGTON, May 5—Fear of rising foreign competition made a noticeable impact as the U.S. Chamber of Commerce at its annual convention here last week toned down some of its customary support for the nation's reciprocal trade policy.

As approved by the convention, the chamber policy statement on trade continues to endorse "orderly and gradual" reduction of trade barriers, but omits previous statements calling for repeal of the "Buy American" act, steps to encourage imports, and the elimination of restrictive practices in the administration of foreign trade policy.

In the course of the three-day meeting, the chamber got a strong plea from President Eisenhower for help in the foreign aid program. Its policy committee also heard protests from delegates representing areas which produce textiles, carpets, bicycles, plywood, copper and brass.

■ Another subject of more than usual interest at the convention was the chamber's program to encourage business men to get into politics.

Two general sessions were held to discuss the mechanics of political education and political activity.

At the closing banquet, Don Mitchell, president of General Telephone & Electronics Corp., and chairman of Sylvania Electric Products Inc., summarized by declaring, "Every business man in this country has to make up his mind that he cannot operate his business in a vacuum.

"He has to roll up his sleeves and do something about assuring that business men aren't required to approach the opportunities of the next decade with one hand tied behind their backs," he said.

■ "You and I must work vigorously for a better business climate," he said. "This doesn't mean simply a better climate for business men; it means a better climate for every segment of this economy."

Other groups are campaigning effectively, tirelessly and sometimes viciously, Mr. Mitchell said. "When are business men going to realize that they not only have the same opportunity and the same responsibility, but even greater opportunity and even greater responsibility to stand up and be counted —and to campaign for what you know to be good and right for the entire country." #

Glidorama Names Rossi & Co.

Glidorama division of Whizzer Industries, Pontiac, Mich., manufacturer of horizontal gliding aluminum windows and window wall systems for commercial, institutional and residential construction, has appointed Rossi & Co., Detroit, to handle its advertising and public relations.

3 Companies Name Packard

Die Casting "ID" Corp. and Cardinal Machine Co., both of Glendale, Cal., and Roberts Aircraft Engine Co., Burbank, Cal., have named Jack Packard Advertising, Glendale, to handle their advertising.

Advertisers Avoid New Ideas, Lumber Group Exec Charges

BALTIMORE, May 5—Although the most fashionable word in business today seems to be "creativity," the job of creative people is getting steadily tougher, because advertisers do not buy genuinely creative ideas, Mortimer B. Doyle, exec vp of the National Lumber Manufacturers Assn., told the Baltimore Advertising Club.

"Too often [the advertisers] have bought an old idea warmed over as a new creative idea, when actually it has only been the same old beard trimmed a little differently," Mr. Doyle said.

"Possibly that is because we have allowed our thinking to be governed too much by those ideas with which we are familiar, rather than having our minds open and susceptible to the really new cre-

TO CREATE THIS FLOOR STAND

REVLON

CHOSE

INTERSTATE BOOCHEVER

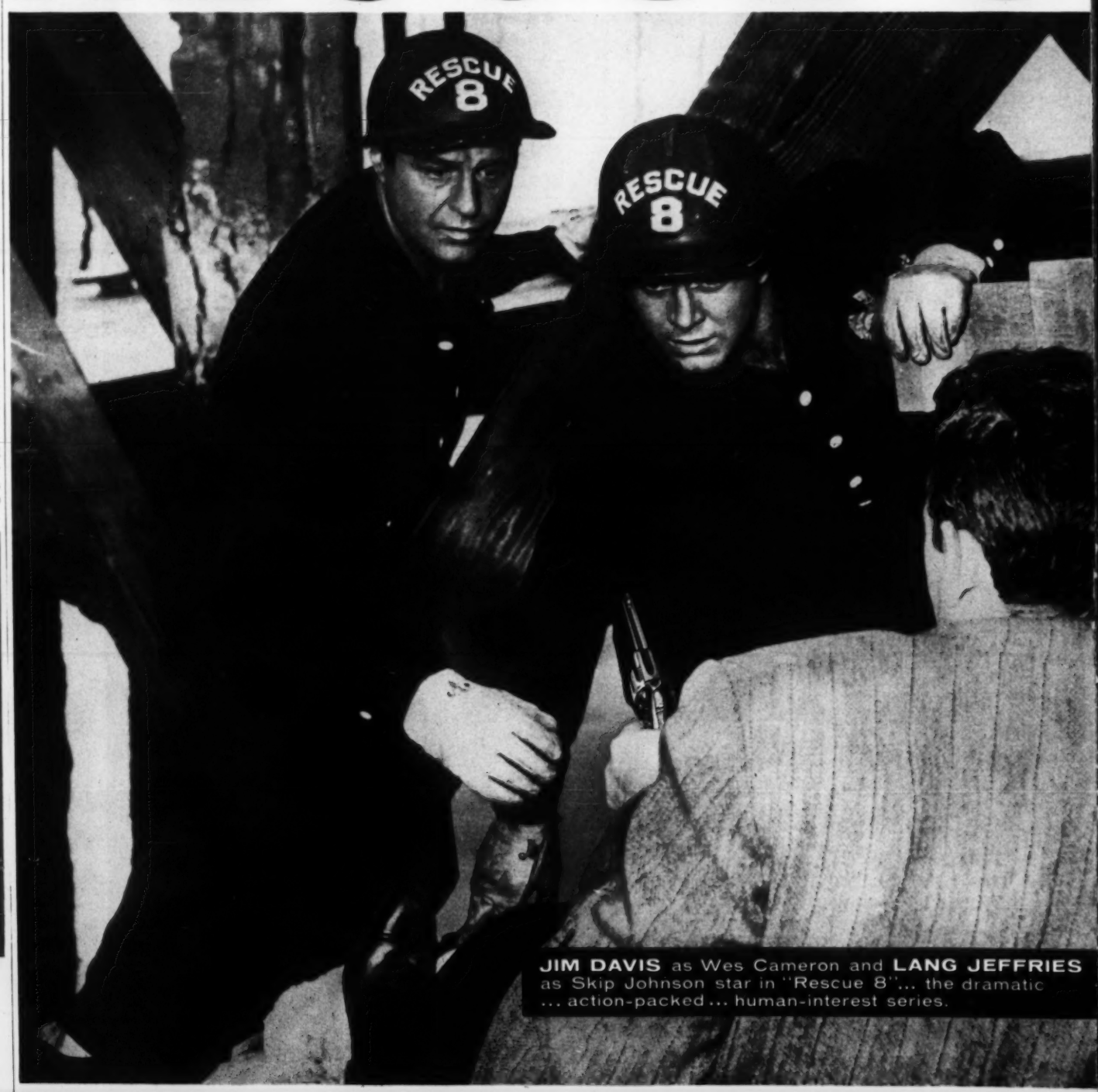
Fairlawn, N. J.

N. J.: SWarthmore 7-8400

N. Y.: ORegon 7-6804

Riser by Lamm-Miller-Fox

RESCUE 8



JIM DAVIS as Wes Cameron and **LANG JEFFRIES** as Skip Johnson star in "Rescue 8"... the dramatic ... action-packed ... human-interest series.

ative ideas."

Mr. Doyle pointed out that public reception and appreciation of new ideas has never changed, and for this reason advertisers and professional advertising men should vie for consumer attention in more interesting and newer techniques.

■ The NLMA head used his association's current $1,250,000 national wood promotion program to illustrate another contention that far too many ad agencies lack "sell" when it comes to securing new accounts.

"It is simply amazing what a poor job most of the New York and Chicago agencies did in promoting their case for handling our account," he said in speaking of the NLMA's campaign formation.

■ "VanSant-Dugdale made a different approach. Before even asking for an interview, they went out and taped interviews with architects, engineers and home builders. They found out what specifiers and buyers of our materials felt about the lack of trade promotion.

■ "When they arrived in my office they ran the tape-recorded interviews on which they based their proposal. Then they submitted a beautifully written presentation bound in a cover of real wood. Of course, this was sneaky—they knew it would get me here." #

Zenith Boosts Truesdell

Zenith Radio Corp., Chicago, has boosted Leonard C. Truesdell from vp and sales director to exec vp in charge of marketing. At the same time, Hugh Robertson, president, was named chairman of the board and Joseph S. Wright moved up to president and general manager. Sam Kaplan, treasurer, gets the added titles of exec vp and assistant general manager. Mr. Robertson succeeds the late Eugene F. McDonald Jr., who died last year.

DX Sunray Zooms Onward with Boron Missile Ad Theme

TULSA, May 6—DX Sunray Oil Co. is standing pat on a fast-moving rocket.

The company's new ad campaign will again tie in the boron used in rockets and jets with the boron in its DX motor fuel, a theme which DX has used since mid-1957 with good results.

Ads with the theme "DX boron missile-powers your car" will run beginning May 12 in about 390 newspapers in 17 states. They will

run in both color and b&w, in space ranging from 420 to 1,500 lines. The same theme will be used on tv ("New York Confidential," running on about 40 stations), on 370 painted highway bulletins and on 24-sheet posters in 564 towns.

The new campaign will also present the company's redesigned trademark. The hyphen in "DX" has been dropped, and a red, white and blue diamond has replaced the old red, black and cream-colored symbol.

Potts-Woodbury, Kansas City, is the agency. #

'Good House' Boosts Opatow; Opens Office in Philadelphia

Good Housekeeping, New York, has promoted Lorna Opatow from manager of consumer research to director of all market research for the magazine, a new post. At the same time, the magazine announced opening of a Philadelphia office in the National Bank Bldg.

RATING MEANS ACTION!

Source: A.R.B. December 1958—March 1959

3-Station MIAMI WTVJ 34.4 RATING Audience Share 71.2%	3-Station PHILADELPHIA WRCV 22.6 RATING Audience Share 49.7%	7-Station LOS ANGELES KRCA 20.7 RATING Audience Share 39.4%	2-Station CHARLOTTE WBTV 30.6 RATING Audience Share 61.0%	3-Station ALBANY-SCHENECTADY-TROY WRGB 26.2 RATING Audience Share 60.1%	2-Station AUSTIN-ROCHESTER KROC 43.8 RATING Audience Share 76.7%	2-Station ABILENE-SWEETWATER KRBC 32.5 RATING Audience Share 66.5%
2-Station BAKERSFIELD KERO 41.2 RATING Audience Share 64.4%	2-Station BEAUMONT-PORT ARTHUR KFDM 43.5 RATING Audience Share 72.6%	5-Station SEATTLE-TACOMA KING 22.0 RATING Audience Share 33.5%	3-Station BOISE KTVB 34.2 RATING Audience Share 54.5%	2-Station SHREVEPORT KSLA 41.5 RATING Audience Share 71.6%	4-Station DALLAS-FT. WORTH WFAA 20.0 RATING Audience Share 32.6%	3-Station NEW ORLEANS WWL 21.7 RATING Audience Share 42.1%
3-Station CINCINNATI WLWT 20.6 RATING Audience Share 45.2%	4-Station DENVER KLZ 23.0 RATING Audience Share 51.3%	3-Station EVANSVILLE WTVW 33.1 RATING Audience Share 52.9%	3-Station TAMPA-ST. PETERSBURG WTVT 30.8 RATING Audience Share 62.7%	2-Station LOUISVILLE WAVE 31.2 RATING Audience Share 50.2%	3-Station ORLANDO-DAYTONA BEACH WDBO 29.5 RATING Audience Share 48.9%	2-Station MOBILE WALA 32.0 RATING Audience Share 52.5%
2-Station CORPUS CHRISTI KZTV 33.7 RATING Audience Share 53.5%	3-Station PORTLAND, ORE. KGW 23.3 RATING Audience Share 36.5%	4-Station MILWAUKEE WTMJ 25.6 RATING Audience Share 36.5%	2-Station ROCHESTER, N.Y. WROC 24.2 RATING Audience Share 64.9%	3-Station SACRAMENTO-STOCKTON KBET 23.0 RATING Audience Share 52.6%	3-Station EL PASO KTSM 25.5 RATING Audience Share 46.6%	3-Station SPOKANE KHQ 21.9 RATING Audience Share 39.9%

39 ACTION-PACKED, RATING-RAISING HALF HOURS which Variety describes as a series "loaded with excitement and thrills-a-plenty." You'll call it your best investment for audience pulling-power and advertising results!

WRITE, WIRE OR PHONE:

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

Chicago's new 40-story Advertising Headquarters—

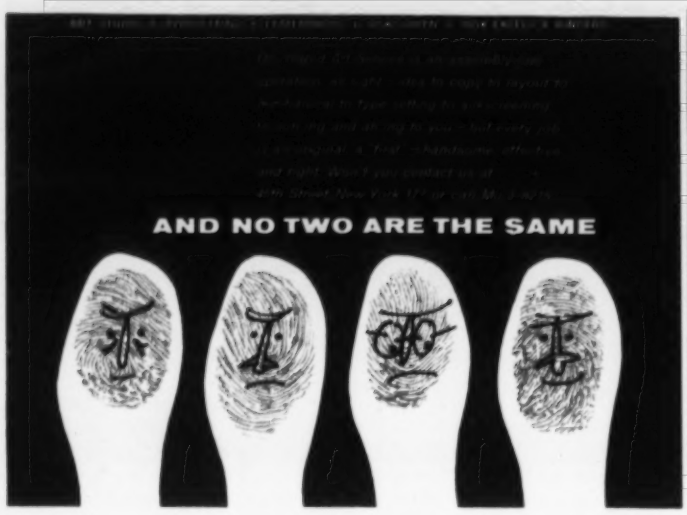
Executive House

HEART OF CHICAGO ADVERTISING
- close to agencies, radio-TV stations, newspapers, magazines, art, film and recording studios, representatives.

UNIQUE FEATURES OF EXECUTIVE HOUSE
- Drive-in Garage
- Direct Dialing from Room Phone
- Private Sun Terrace
- Free Stock Market Quotations

Send for colorful brochure Executive House

Department A, 71 E. Wacker Drive, Chicago 1
Financial 6-7100 • A. M. Quarles, General Manager



Graham Nickerson, Compton Executive, Is Dead at 54

NEW YORK, May 5—E. Graham Nickerson, 54, vp and assistant to the president of Compton Advertising, died May 2 of a heart attack at his home in Bridgewater, Conn.

Born in Woodstock, Ont., Mr. Nickerson started his career in 1922 with Molson's Bank of Canada. From 1923-24 he was a classified advertising salesman on the *Detroit Free Press*. In the latter year he joined Campbell-Ewald Co. in Detroit, in the agency's production department, and later became an assistant account executive. In 1930 he moved to Dayton, O., as an assistant account executive with the old Geyer agency.

Mr. Nickerson came to New York in 1932, and joined the old J. Stirling Getchell agency as a copywriter. Later he became a group head and copy chief of the agency and in 1940 was elected a vp in charge of creative work and named chairman of the plans board.

When the Getchell agency was merged with Compton in 1943, Mr. Nickerson joined Compton as copy chief. In 1950 he was named creative consultant of the agency, and in 1955 became a vp and assistant to the president.

HORACE A. CARTER

NEEDHAM, MASS., May 5—Horace A. Carter, 90, president and treasurer of the William Carter Co., knitwear manufacturer, died May 2 at his home here.

A son of the founder of the company, Mr. Carter had long been considered a dean of the knitwear industry. Following graduation from Comer's Business College, in Boston, Mr. Carter, at the age of 16, joined his father and brother in the family business, which had been started in 1865. In 1902, the company was incorporated and Mr. Carter became treasurer.

In 1903 he became the company's first advertising manager and started a broad program of national advertising. He was credited with having invented some of Carter's patented designs, including the Jiffon neck and Nevabind shirt. He became exec vp in 1944 and president in 1955.

Mr. Carter was active in trade activities and served as chairman of the retail division of the Associated Knitwear Manufacturers of America in 1916, and also as chairman of the Underwear Institute. He held an honorary degree from Boston University, of which he was a trustee for 30 years. He was a charter member of the Needham Rotary, a member of Associated Industries of Massachusetts and a former president of the Massachusetts Chamber of Commerce.

WILLIAM T. KALEB

MIAMI, May 5—William T. Kaleb, 48, production manager of Marschalk & Pratt, died April 26 of a stroke at his home here.

Mr. Kaleb was born in New York, and started his advertising career in the production department of Erwin, Wasey & Co. In 1939 he was made production manager of the agency. In 1941 he joined Lloyd, Chester & Dillingham as production service and traffic manager. Subsequently, he was associated with the International Latex Corp. and the M. H. Hackett Co.

In 1956 he moved to Miami and became production manager of the local office of Southern Advertising Agency. In July, 1958, he took a similar position with Marschalk & Pratt.

CHARLES G. NICHOLS

NEW YORK, May 5—Charles G. Nichols, 77, who has been a member of the business department staff of *The New Yorker* for the past five years, died April 28 of cancer at his home at Mohegan Lake, N.Y.

Born in Rye, N.Y., Mr. Nichols during his early career was a stock broker and in the railway equipment business. Later he served as southeastern manager of Airway Electric Appliance Corp., Toledo, for many years.

He joined *The New Yorker* in 1954.

ALLEN BALLSIEPER

MILWAUKEE, May 5—Allen O. Ballsieper, 41, account executive and director of art production for Al Herr Advertising Agency, died April 17 at Deaconess Hospital from complications resulting from an infection following an operation for removal of a kidney stone. He had joined the agency as production manager eight years ago and previously was associated with Sure-Strike Corp. and Harley-Davidson Motor Co. He was a member of the Milwaukee Advertising Club.

FREDERICK W. THURNAU

GRAND RAPIDS, MICH., May 5—Frederick William Thurnau, 79, retired Chicago adman, died April 23.

Born in Edwardsville, Ill., Mr. Thurnau was active in the advertising field for 50 years. He was Chicago office manager for *The American Press* when he retired in June, 1957.

Before that, Mr. Thurnau was midwest manager for John H. Perry Associates, publishers' representative, for 12 years. He also was a space representative for Greater Weeklies and *Vogue*.

WHO'S BURIED IN LENIN'S TOMB?

The quick answer is Lenin. The complete answer is Lenin and Stalin! Just a detail? Possibly—but it points up how misleading news can be in capsule form. Most folks want all the details, all the facts—not mere headline reporting. They get it on WJR.

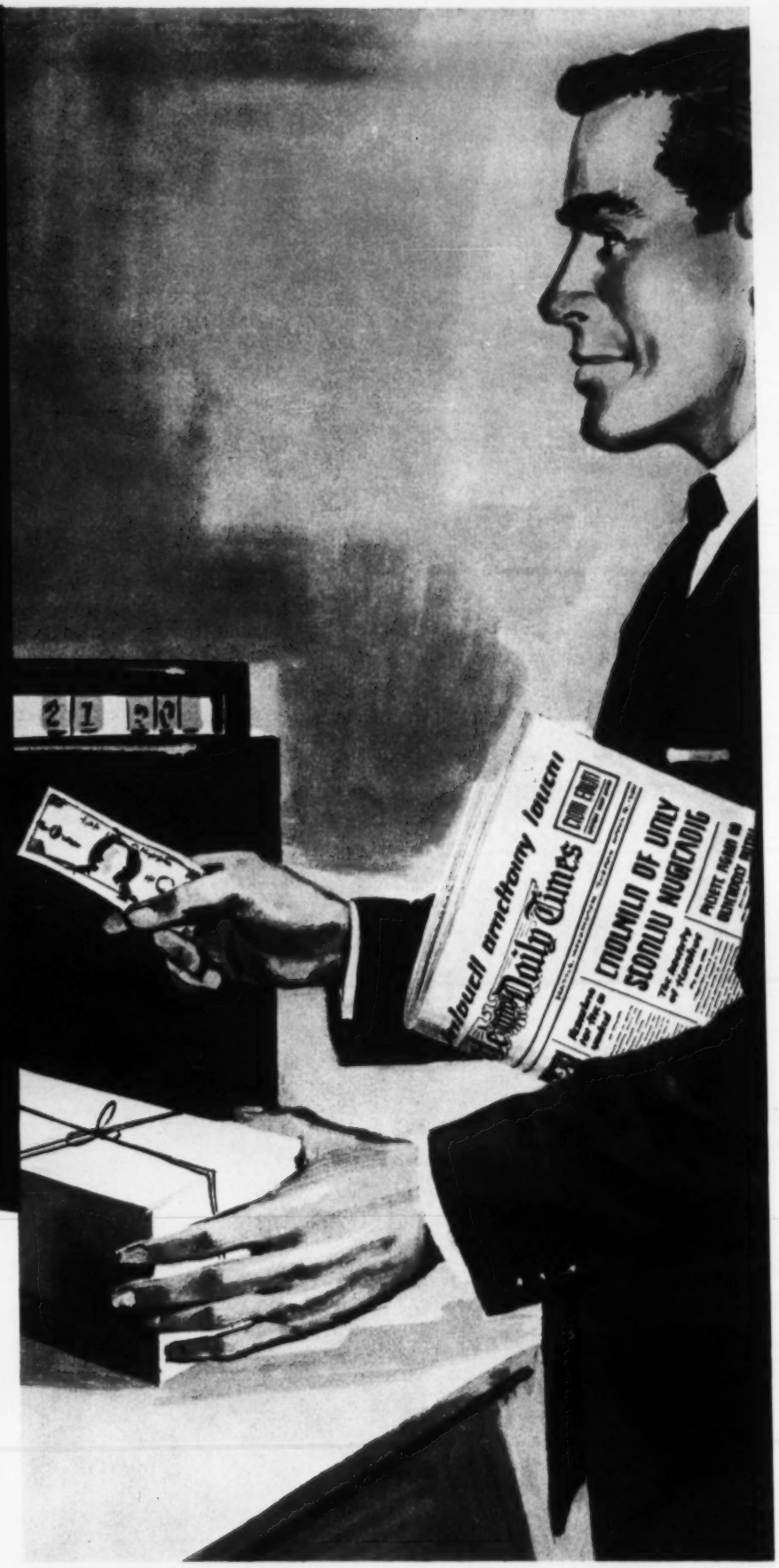
Nine times daily, WJR newscasters will take the air for detailed 15-minute reports; twice every evening there are quarter-hour news commentaries. Other programs, such as interviews with the people who make news, probe the significance of current events. Listeners appreciate this—as one writes: "The newscasters of WJR fill in the background information that gives news more meaning."

Accurate, honest and complete news coverage is just another reason why advertising on WJR reaches the most people with the most money, most often. Check your advertising manager, agency or Henry I. Christal representative for all the facts on WJR, the dominant station in the fifth richest market in America.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

In the **BUSY** *Seattle Market...*

The SEATTLE TIMES means greater sales!



✓READER ACCEPTANCE

✓CIRCULATION LEADERSHIP

✓ADVERTISING LEADERSHIP

READERS OF SEATTLE'S ACCEPTED NEWSPAPER - - - BELIEVE IN THE SEATTLE TIMES - - - THIS CONFIDENCE MEANS HIGHER SALES

The Seattle Times

SEATTLE'S *ACCEPTED* NEWSPAPER

REPRESENTED BY
O'MARA & ORMSBEE, INC.
New York • Detroit • Chicago
Los Angeles • San Francisco
Member Metro Sunday Comics,
Metro Rotogravure Group
and Farwest Rotogravure Group

Miss Fran from
KWTV OKLAHOMA CITY
thrills youngsters throughout
the KWTV Community
BUY the TOWER
with SALESpower
in Oklahoma!
Name a new puppet . . . and in just 9 days, youngsters from more than 75 towns, in the KWTV Community, submit names.
Miss Fran is a big plus in KWTV's Community Coverage . . . especially in the hearts of busy mothers!
CBS
See your PETRYman

Study Salesmen to Sell 'em on Ad Program: Schneider

CHICAGO, May 5—Salesmen have to be sold on advertising programs just as consumers are sold products—through "market" analysis, study of salesmen's attitudes, problems, desires and motives, industrial advertisers were told last week by William E. Schneider, ad and sales planning manager of La-Salle Steel Co.

Mr. Schneider told the Chicago chapter of the National Industrial Advertisers Assn. that "good salesmen are pushovers for good sales pitches" and this is what ad departments must give them to convince them of the value of advertising and teach them to use it to the greatest advantage.

■ Knowing how to sell salesmen means, he said, understanding their frame of mind, getting to know them and their work—in the field, if possible. From close contact, he went on, the adman should be able to learn salesmen's lingo for use in explaining ad programs.

As a rule, he said, salesmen aren't impressed with readership figures and other statistical data involved in media selection.

"They don't go for 'sky blue' descriptions of ad program aspirations," he said.

They want, he said, statements of facts about what direct and specific good the ads are going to do in helping them sell more and make more money.

■ In a round table discussion of ways to merchandise advertising to salesmen, Henry S. Chillas of Whiting Corp., Harvey, Ill., noted that there is a difference between the motives of a company's own salesmen and those of its distributors. They require different merchandising treatment, he said.

A distributor's salesman is most likely to be interested most in "making a buck—now." A company's own salesmen, he said, while also profit minded, have more of an eye toward expanding the greatest sales potential—which may not necessarily mean the fastest buck. This means, he said, that differently slanted presentations on advertising must be designed for each.

Several ideas were proposed at the meeting for getting a feedback of reaction from salesmen reflecting their real attitudes about ad programs. Among them were these:

• The ad manager should read salesmen's call reports and trade show reports submitted to the sales manager. Salesmen are more likely to be completely candid with the sales manager when talking about advertising than they would talking to the ad department, he said.

• Admen should get on a personal footing—lunch dates, bull sessions, etc.—with salesmen to get their frank views about advertising. For the same reason, he said, admen should mix more with salesmen at sales meetings. #

WILLIAM H. CURTISS JR., *formerly Pacific Coast division vp and general manager of Owens-Corning Fiberglas Corp., has been advanced to the new post of vp and director of marketing of the corporation, with offices in Toledo.*

Reach, McClinton Names Two

Charles N. Merber, formerly in the media department of Lennen & Newell, has joined Reach, McClinton & Co., New York, as a space buyer in the media department. Don Roth has been named art director of Reach, McClinton & Pershall, Chicago. He joined the Pershall agency in 1957 before its merger with Reach, McClinton last December.

Tatham-Laird Names Two

Tatham-Laird, Chicago, has appointed Donald K. Blackburn a copy supervisor and Glenn Martin a group copy supervisor. Mr. Blackburn formerly was a package-goods specialist with Campbell-Mithun, Minneapolis. Mr. Martin previously was a copy group head at McCann-Erickson.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

EMOTIONAL FACTORS

Why Metalworking Managers Buy and How to Motivate Them

MARKETING WORKSHOP REPORT

STEEL
The Metalworking Weekly

STEEL Announces New Study of Emotional Factors Underlying Industrial Purchases

MARKETING WORKSHOP, PHASE 1:

Just compiled, here are data covering a prime area of marketing never before fully explored . . . data that promise to open new, exciting avenues for more effective advertising and selling.

The Marketing Workshop, founded in late 1957, is a continuing project underwritten by STEEL Magazine. Its purpose is to explore those areas of marketing that can lead to improved communications and selling to metalworking.

The current *depth study of emotional factors in industrial buying* joins the wealth of marketing and advertising aids supplied through the years by STEEL and other progressive publishers.

IN PAST YEARS, alert marketers have used many reliable sources for data on market *scope* and *potential*. The industrial press has compiled libraries of statistics on number and size of metalworking plants, *where* the industrial buyer is, *who* he is and *what* he purchases. All are invaluable aids.

Now . . . a recognition and understanding of WHY he buys can help marketers and advertisers complete the full cycle . . . build maximum productivity into advertising, selling and over-all marketing programs.

STEEL'S NEW STUDY is the result of a unique collaboration between specialists in four fields . . . motivation, selling, magazine editing, and marketing. Together, these specialists have put the data into practical, usable form for advertisers, their sales management and agencies.

The findings include data such as: the "personality composites" of the four key metalworking managers in administrative, production, engineering, and purchasing . . . sales and advertising approaches best suited to increasing sales of *materials*, *components*, and *equipment* . . . practical suggestions on how to "slant" corporate images to the interests of large, medium and small companies.

The result adds a complete new dimension to metalworking marketing. STEEL representatives will soon have the published results. They will welcome the opportunity to help metalworking advertisers integrate these data into marketing programs.

Marketing Workshop Personnel

Dr. F. Robert Shoaf

Motivation Research Consultant

Asst. Professor of Marketing, New York University

Marketing Workshop's specialist in the emotional aspects of industrial buying and selling, F. Robert Shoaf, A.B., M.S., Ph.D., has a rich background in Industrial Psychology, Psychology of Sales and Advertising, and Motivation Research.

Howard G. Sawyer

Vice President, James Thomas Chirurg Company

A 25-year veteran of the advertising agency business, "Scotty" Sawyer has earned the respect of marketing men everywhere. Head of the Chirurg agency's Facts Division, his searching critical mind and fresh creative thinking make him an important part of the Marketing Workshop, especially in the areas of advertising readership evaluation.

Walter J. Campbell

Editor, STEEL Magazine

An authority on communications to metalworking managers, "Walt" Campbell has pioneered the Tell-Graphic method of business reporting which gives the metalworking reader more usable information in less reading time. He knows readers; knows what gets readership. In the Marketing Workshop, his experience is important in converting research data into informative, usable reports.

Dr. Hector Lazo

Managing Director, Marketing Counsellors, New York City

Professor of Marketing, New York University

Names like General Motors, United Fruit, Sunshine Biscuits and the U. S. Dept. of Commerce dot Hector (Don) Lazo's background. Academic awards and the names of books he has published testify to his brilliance in the marketing field. In STEEL's Marketing Workshop, his knowledge of markets and the modern marketing concept will prove invaluable in converting motivation research into practical, usable data for sales management's use in improving direction of personal selling.

Practical Data to Help Advertising and Sales Communicate More Effectively to Metalworking's 4 Key Buying Influences

Long suspected . . . now proved: the *basic needs* of metalworking buying influences are no different than those in any other vocation! However, the *way* these influences *react* to their needs *is* unique in the metalworking industry.

A recognition and understanding of the *emotional factors* underlying industrial purchasing decisions can help you . . .

- Gear *marketing* and *promotion strategy* to the needs, fears and aspirations of metalworking managers.
- Hold present *customers*, penetrate *prospects* faster.
- Shake *complacency-habit inertia.*
- Increase effectiveness of personal selling through an understanding of the *factors* that create *buying resistance.*
- Upgrade the *believability* of your advertising and sales promotion.
- Use of your *corporate image* as a selling wedge.

One of a Continuing Series of Marketing Workshop Projects by

STEEL
the Metalworking Weekly

Woman Demonstrator Adds Credibility in TV Ads, Graham Advises AWRT

NEW YORK, May 5—Selling techniques, tv tape and entertainment and enlightenment were among the topics aired at the eighth annual convention of American Women in Radio & Television here last week.

■ On the same panel, Virginia Graham, who has had a good deal of experience at radio and tv selling, put in a plug for television sales women.

Complaining that agencies and sponsors live in a wax museum, Miss Graham said "motivational research may claim that a man with a starched cuff, reaching into a dishwashing machine, projects some sort of image that women respond to, but I just don't believe it.

"The tv camera is an x-ray machine. You've got to be a woman who struggles with household products to sell them. You've got to know them, believe in them, use them. You know more about them than research departments ever will," she asserted.

■ Robert L. Foreman, exec vp of BBDO, told the selling technique panel session that a sponsor buys network tv for one of four reasons: (1) His competitor is buying it; (2) his wife, children and/or mother-in-law have become media experts and sway him toward television; (3) show business is in his blood, and he wants a chance to lunch with talent, or (4) the "reasoned reason"—tv was selected as a part of a sound marketing plan.

■ Howard P. Abrahams, vp in charge of retail sales for the Television Bureau of Advertising, emphasized the gains that tv has made in the retail advertising category.

Among the stores which he said increased their tv budgets in 1958 were: Woodward & Lothrop in Washington, which spent $104,000 in tv; Jordan Marsh in Boston, with an outlay of $106,000; J. J. Newberry, which hiked its tv spending from $42,000 in 1957 to $260,000 last year, and Sears, Roebuck and Montgomery Ward, both of which greatly expanded their tv activity.

The subject of the retailer also came up in the tv tape panel session, where Howard Mascheier, general manager of WNHC-TV, New Haven, Conn., termed tape the biggest threat newspapers have ever had "because it enables local tv stations to move fast and effectively on local and regional retail advertising."

Frank Marx, vp in charge of engineering for the American Broadcasting Co., discussed a future technical advancement. He said a new tv camera, which is almost "Brownie size," is just a few developments away.

■ Another prediction for the future came from John P. Cunningham, chairman of Cunningham & Walsh, and a member of the entertainment and enlightenment panel.

He predicted that the television of the future will bring about a separation of the editorial function of tv from the commercials. He foresaw the advertiser buying a block of commercials to be rotated among many shows. The removal of the sponsor from program responsibility should permit more experimentation in novel program ideas, Mr. Cunningham suggested.

■ More than 900 women from all areas of broadcasting attended this four-day convention. Mrs. Esther Van Wagoner Tufty, owner and bureau chief of the Tufty News Bureau, Washington, was named AWRT's president-elect for 1960-61. Mrs. Nena Badenoch, radio-tv director for the National Society for Crippled Children & Adults, Chicago, will continue as president until that time. #

Berliet Names Publicis

Automobiles M. Berliet of Lyons, France, has appointed Publicis Corp., New York, to handle its U.S. advertising. The company, a client of Publicis in France, introduced its new 100-ton truck, "the largest truck in the world," at the International Petroleum Exhibition in Tulsa.

Liebler to 'Women's Wear'

Robert C. Liebler, formerly copy chief and account exec for M. J. Jacobs Inc., has joined *Women's Wear Daily* as advertising promotion manager.

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Ralph DeGidio for his personal progress in rising from buyer to Assistant Branch Manager. As Miller's Super Markets grew to a regional chain of 34 Super Markets in Denver, Colorado Springs, Greeley and Cheyenne, and became a branch of National Food Stores.

For years, KLZ-Radio has been used by Miller's Super Markets—with at least 45 announcements each week.

Let KLZ-Radio sell for you in the rich Denver-Rocky Mountain area.

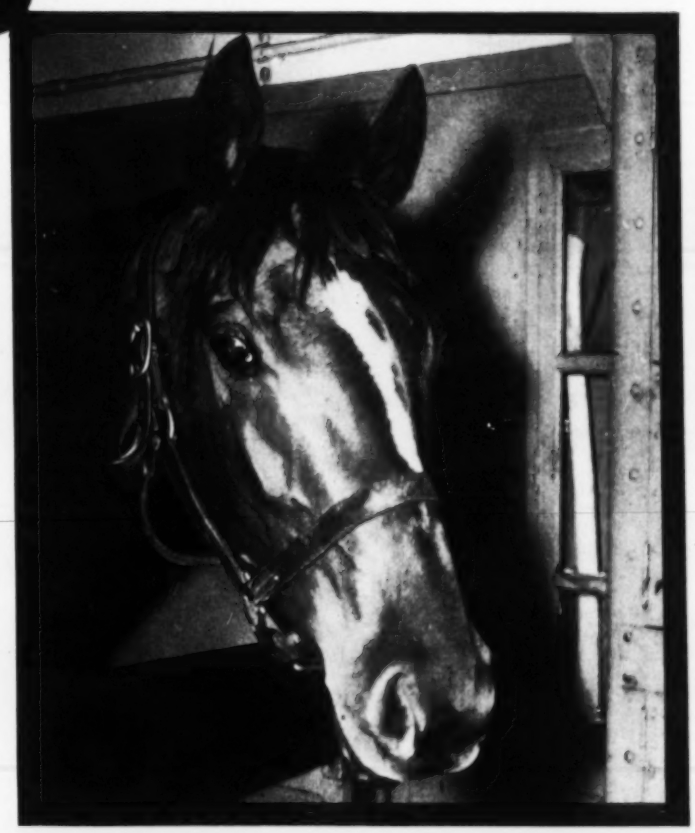
Ralph DeGidio

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT*, IT'S ON *WHAS-TV*



68 RACE REMOTES JUST PART OF WHAS-TV's BIG SPORTS COVERAGE

Sixty-eight remotes of major stakes races . . . not counting the Kentucky Derby for seven consecutive years . . . that's the record of WHAS-TV Sports.

WHAS-Televiewers know that when a BIG television sports event takes place, WHAS-TV is the place. Stakes races every Spring and Fall from Churchill Downs, University of Louisville and University of Kentucky basketball specials, WHAS-TV films of football, track, golf, tennis, the Indianapolis 500, hockey . . . every sport from baseball to fencing . . . all are covered by WHAS-TV Sports.

WHAS-TV's "Sportraits," at 10:45 p.m., Monday through Saturday, is Louisville's ONLY COMPLETE daily sports presentation. BIG . . . IMPORTANT . . . EXCLUSIVE . . . WHAS-TV!

Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

U.S. Interest in Ad, Market Studies Grows

(*Continued from Page* 3)

vertising and promotional costs that exceeds the average rate of increase in marketing charges."

■ When it goes before Congress for funds to support its marketing research activity, the department points up the importance of its work by producing the testimonials of its Food Industry Research & Marketing Advisory Committee, a group mustering support from such organizations as H. J. Heinz, Wilson & Co., and Food Fair Stores.

On the subject of advertising costs, a report issued by the advisory committee early this year gave clear-cut endorsement to additional government investigation in this field.

Its report declared: "Expenditures for advertising, merchandising, and public relations by private firms marketing agricultural products have increased over the past several years and now appear to be a significant element in the costs of marketing certain food products and in accounting for some of the price differentials existing among similar products at both wholesale and retail levels.

■ "Research should be initiated to measure the changing magnitude of costs of promotion, so that the importance of such costs in relation to other costs of marketing can be reported regularly, and to determine the effects of advertising on the channels through which products move."

No details of the research which the department has in mind on advertising costs have been revealed at this time, but reportedly it involves a proposal to obtain voluntary information from food producers and distributors, showing their expenditures for advertising. Since no information would be published for individual companies, the plan reportedly contemplates a continuing report, somewhat akin to an index, which would identify the advertising segment of the distribution cost reported for marketing food.

■ Many of the projects which the marketing research division handles for individual producers groups yield useful information on marketing techniques which apply to other products or industries.

Particularly in the work which it has done in cooperation with Sheep Producers Council the marketing research division reports that it has developed important new techniques for measuring the effectiveness of short-run advertising promotions.

■ Far from being anti-advertising, the emphasis in much of the marketing research work currently under way in the department is on effective use of advertising.

Even the consumer preference studies are designed in many instances to show the kinds of packaging and merchandising which will sell the most merchandise with the least additional expenditure.

Among the basic questions which staff members have been trying to answer is: How do you effectively measure the results of an advertising campaign?

From their experience with several promotional campaigns which have been analyzed in the past three years, the department's merchandising methods section has developed four separate techniques which it regards as reliable for measuring impact of a "one-shot" advertising campaign.

Measurement of test results is difficult, according to George H. Goldsborough, head of the merchandising methods section, because there are many variables influencing sales of most food items, including seasonal influence, price, quality, price of suitable substitutes, degree of promotion, and the level of consumer income.

■ Four techniques which have been used in merchandising projects handled by the merchandising methods section are (1) the subdivided time series, using a single market; (2) test and control markets; (3) multiple regression analysis; and (4) controlled rotational experiment, using matched cities.

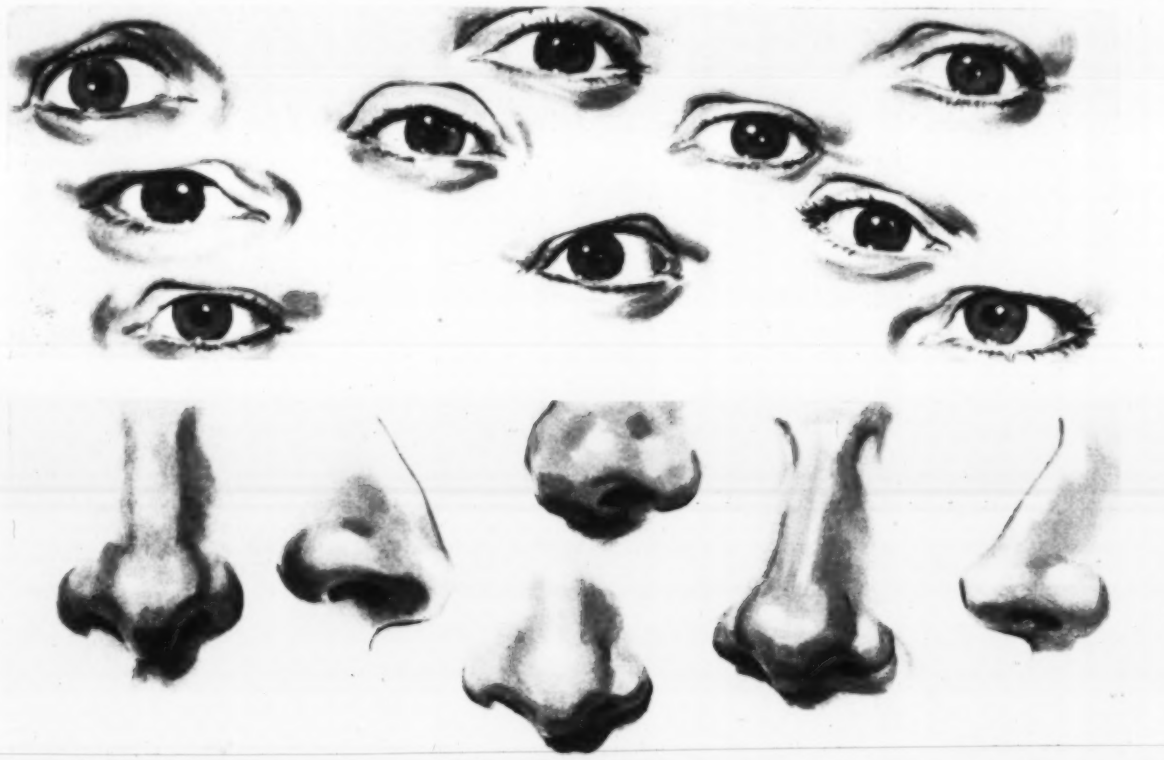
• Subdivided time series, which is one of the less sophisticated methods, compares results after the promotion with sales figures for a similar period before the promotion. In Sacramento, where this type of a control was used to judge the effectiveness of a lamb promotion which was carried out in cooperation with American Sheep Producers Council, stores and consumers were surveyed before and after the promotion. Efforts were made to determine factors which influenced demand for lamb before the promotion and to compare them with factors which were reported in the survey after the promotion.

• Multiple regression analysis, which was used in connection with a lamb promotion in Cleveland last year, is far more complex, involving the construction of an index which forecasts probable sales of lamb in terms of factors which were evident during a period of several months before the test. Actual sales during and after the test campaign are compared with the index in order to measure the impact of the advertising, without the distortion which is caused by other variables.

• Two remaining techniques described by Mr. Goldsborough each involve test and control markets. Under one plan, sales in several similar markets are reported, but the reporting sample includes at least one market where no special promotion is conducted.

When this system was used to measure effectiveness of a cottage cheese promotion with American Dairy Assn. and the Milk Industry Foundation during the 1958 Lenten season, unanticipated local unemployment distortions put results somewhat in doubt.

• As a refinement, the merchandising methods section subsequently tried controlled rotation of matched cities, so that accidental distortions could be eliminated. In an apple promotion with the Washington State Apple Commission, six midwestern cities were each given three "treatments": (1)



TOOLS FOR PERFECTION & SPEED

Is Editorial Opinion Favorable?

- Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

A general health promotion theme, (2) an apple use promotion theme and (3) no promotion. During the test, the cities were paired, with each pair ultimately exposed to each of the three treatments. Sales figures that resulted presumably reflected the actual impact of the promotion, free from distortion by any accidental local development.

■ With Agriculture Secretary Ezra Taft Benson enthusiastically endorsing the development of self-help promotion programs by producer groups, the department takes the position that consumer preference studies and merchandising research are needed, so that its economists can provide advice for inexperienced agricultural groups which are looking for effective ways to build their markets. #

Casey to Plan ARF Program

Richard F. Casey, vp in charge of research at Benton & Bowles, has been appointed chairman of the fifth annual conference program of the Advertising Research Foundation, scheduled for Sept. 25 in New York.

Neubauer Nicholson Harris Hanson

BREAK—*The Advertising Agency Production Men's Club of Chicago took a trip to Milwaukee to make in-plant tours of Kubin-Nicholson and Gugler Litho., producers of outdoor advertising sheets. Here Bill Nicholson, head of Kubin-Nicholson, and John Harris, head of Gugler, entertain two club members at lunch: Ernst Neubauer of Campbell-Mithun, and Bill Hanson of Kuttner & Kuttner.*

Ad-Created Desires Give Motive for Economic Gains, British Admen Told

Speakers Lash Back at Critics of Advertising at Meetings in Britain

LONDON, May 5—There have been some spirited replies to critics of advertising recently during speeches at advertising conferences.

■ Paymaster-General Reginald Maulding set the ball rolling at the annual Advertising Assn. conference last month.

He recalled a definition of advertising originated by its critics:

"Advertising tries to persuade people to spend money they have not got on things they did not know they wanted.

"That basic definition, designed as a criticism, is a full justification of one of its main purposes," said Mr. Maulding.

"That is precisely why advertising is so important to the development of a modern society. I am quite sure that the progress of an industrial society like ours depends not merely on the question of higher technical skills, but on the creation of incentives to get ahead.

■ "Without the knowledge that can only come through salesmanship and advertising, there cannot be an incentive for the consumer to earn the money to buy the products."

Pointing out that politicians' views on advertising vary from the extremely favorable to the very critical, Mr. Maulding said he took a view "somewhere between the two."

He praised it as an essential part of a modern economy, vital to the maintenance of a healthy press and a great brightener of life. Life would be a lot duller without it and without what advertising generally means, he said.

But, he said, he doesn't like "those ridiculous coupons" or sixpences stuck on toilet preparations as a way of dramatising temporary price reductions.

■ Cecil H. King, chairman of the *Daily Mirror* and president of the AA, also commented on the recent attacks on the advertising industry when he spoke at the dinner following the one-day annual conference.

"Advertising is a young, strong and vigorous industry," he said. "It can stand up to the attacks that anyone can deliver."

Adding that advertising plays an essential role in Britain's economy, he said the industry had little to worry about.

■ Some industry leaders have been alarmed by the attacks, he said, but the criticisms are nothing new "to those of us who have been under persistent attack for a number of years.

"You might ask what we are going to do about these attacks. Broadly speaking—nothing. The odd brickbat or two can be good

eyes

Always wide open to spot the flaws
which if overlooked lead to poor reproduction
and loss of impact of the printed page.

noses

All shapes and sizes,
which out of professional curiosity
are repeatedly stuck into each step of production,
bent for perfection.

These parts belong to experts. Our staff includes engravers who check originals, a chemist who controls plating baths, pressmen who prove electros for accuracy of reproduction, and service people who follow through.

Nowhere else will you find master electrotypers so ably assisted in their pursuit of perfection.

AT REILLY ELECTROTYPE

hands

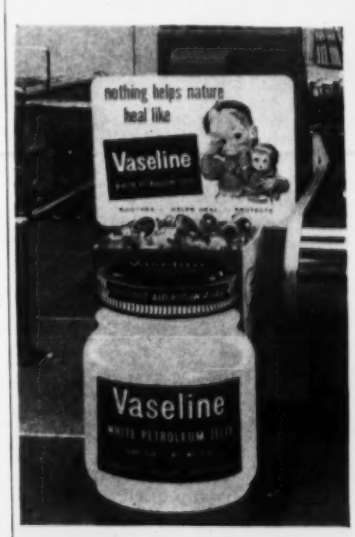
Skilled and experienced,
they have the touch so necessary to make the refinements
that lead to perfect electros.

feet

Constantly in motion, propelling jobs
through the shop. They make up for time lost at the client,
time needed to meet closing dates.

REILLY ELECTROTYPE DIVISION • 305 E. 45TH STREET, NEW YORK 17, N.Y.

3M-Pre-madeready electrotypes • Reillytypes • Reilly Plastictypes • R.O.P. Color mats
Reilly mats • Dealer mats • Engraving service department



TO CREATE THIS FLOOR STAND
CHESEBROUGH-POND'S Inc.
CHOSE
INTERSTATE BOOCHEVER
Fairlawn, N. J.
N. J.: SWarthmore 7-8400
N. Y.: ORegon 7-6804

BUY A KING-SIZE MARKET

EL PASO — CAPITAL CITY OF The Fabulous Southwest

FACTS YOU SHOULD KNOW ABOUT EL PASO

Complete 1959 data and figures about El Paso, the Fabulous Southwest and the newspapers.

Write for your FREE copy.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

fun. They all add to the interest," he said.

■ Minister of Health Derek Walker-Smith said advertising is like government ministers.

"We all come in for unwarranted vilification," he said.

Describing advertising as "an industry of wide opportunity and high responsibility," he went on:

"It makes its own definite contribution to life, whereby the luxuries of today become the necessities of tomorrow; it is a spur to competition.

"You are right to promote high standards in advertising. Only thus can you sustain your position and your pride, your prestige and your power."

■ At the annual dinner of the Institute of Practitioners in Advertising, the new president, Sinclair Wood, described the industry's critics as "the Luddites of the distribution age."

Mr. Wood, managing director of Pritchard Wood & Partners Ltd., was introduced by the immediate past president, Douglas Saunders, chairman of J. Walter Thompson Ltd.

Mr. Wood said:

"Anyone who succeeds in retarding advertising is retarding the growth of our people's standard of living. It is no coincidence that the countries with the most highly developed systems of advertising are also the countries with the highest standards of living."

He went on:

"I think we shall have to learn to live with the critics of advertising because, however things move on, they will always be able to root up something on which to feed."

But he thought the critics would develop a sense of proportion and would learn there was a point beyond which the British public need not be coddled.

And, he said, he hopes for a situation in which "our great organs of public opinion" will give as much prominence to the case for advertising as is being devoted to the case against the industry.

Mr. Wood also called for the industry to "sweep out its dusty corners." The sweeping-up process must not be done by the state and cannot be left to self-elected members of self-appointed committees, he said.

■ "The sweeping up must be done by the advertising business itself, by some machinery which is all embracive of the advertising business, to which the whole of the business is subject and which has this final and important sanction: To prohibit the publication of anything that should not be published or transmitted.

"It may be that the time has come when the numerous pieces of control machinery within the advertising industry should be overhauled, unified and perhaps extended," he said.

"In any work to that end, this institute will be ready to play an active part."

■ Earlier in the day the IPA annual meeting heard that the agency membership over the past 10 years had grown from 190 to 243 while the individual membership had risen from 507 to 1,194 in the same period.

Members were told that the IPA's development committee is studying the report on pilot studies carried out into public reactions to advertising. The study was carried out by McCann-Erickson Advertising Ltd. at the request of the IPA's research committee. #

Gahagan Joins AM&F

Neil R. Gahagan, formerly with the public relations department of General Foods Corp., White Plains, N.Y., has joined American Machine & Foundry Co., New York, as public relations manager. He succeeds William N. McDonald III, who has been named director of public relations. Before joining GF in 1956, Mr. Gahagan was a public relations manager with Sylvania Electric Products.

CBS Films Promotes Two

Ralph M. Baruch, formerly an account supervisor at CBS Films, New York, tv film distributor, has been named director of international sales, a new post with the company. James H. McCormick, previously manager of the Atlanta office of the company, will succeed Mr. Baruch as account supervisor.

Spiegel Goes to WNTA-TV

Irwin Spiegel, previously sales service manager at WMGM, New York, has been named director of on-the-air promotions at WNTA-TV, Newark.

"General Electric will...NATO has...De Gaulle is..."

Latin American leaders have to know what's going on in the rest of the world: what's wanted—what's available—where to look for opportunities—where to watch for threats.

Such information is essential to the decision-makers in government and business wherever they may be.

For current, comprehensive news of the U. S. and the world, men like these rely on TIME—read it carefully, quote it frequently.

So the words "TIME dijo. . ."—"TIME said . . ." are often heard in the liveliest and the most important conversations in Latin America.

TIME LATIN AMERICA

The most talked about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

the word's getting around... and the word is

APX

When The Saturday Evening Post first introduced Ad Page Exposure (APX), the study was greeted by many advertising leaders as a major breakthrough in media research. Now the private acclaim has become a matter of public recognition...

The Saturday Evening

POST

A most distinguished panel of judges, from the fields of marketing, media and research, selected the Ad Page Exposure study from among 64 outstanding research projects for the First Annual Media/scope Award in Media Research.

The APX study—conducted by Alfred Politz Media Studies, in consultation with the Advertising Research Foundation—was hailed as "the first objective measurement of the extent to which a magazine can place an advertisement before the public."

Some significant aspects of Ad Page Exposure are explained below:

Q: What does APX measure?

A: It measures the face-to-face contact between your advertising page and the readers of a magazine.

Q: Is APX, then, like Starch or Gallup-Robinson ratings?

A: No. APX measures the ability of a magazine to deliver readers to your ad page. Think of your ad as a salesman and APX as the number of calls that salesman makes.

Q: How does APX differ from audience studies?

A: In audience studies, a person qualifies as a "reader" if he simply glances inside the book at *any editorial* content. But Ad Page Exposure requires that a reader come face to face with your *advertising* page. It's *proved* contact.

Q: How does the APX "reader" compare with the TV commercial "viewer"?

A: Unlike TV "viewer" ratings, which do not prove the physical presence of the viewer in front of the set, each Ad Page Exposure is an assured, physical contact of reader and ad page.

Q: What did the APX study of the Post reveal?

A: Politz proved that your ad page in the Post—a single page in a single issue—is exposed to Post readers more than 29 million times.

Q: What is the cost per thousand Ad Page Exposures?

A: Your cost per thousand exposures to a black-and-white page in the Post is 90¢*. This compares with $1.96** per thousand viewer exposures for a minute commercial on the average nighttime network TV program. And, of course, repeat Ad Page Exposures carry no extra charge.

FOR APX DOCUMENTATION OF YOUR MARKET—BY AGE, SEX, INCOME, HOME OWNERSHIP AND OTHER CHARACTERISTICS—CALL YOUR POST SALESMAN

29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure (APX)!

*Based on one-time cost of a full page, black and white, and exposures to readers 15 years of age and older.

**Based on an estimate of average net cost and homes reached for all nighttime network programs of $3.54 per thousand homes and an estimate of 1.8 viewers per set 16 years of age and older.

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . . The Dispatch has the selling power.

The Columbus Dispatch

U.S. Steel Launches Campaign

Opening shot in a new campaign designed to show the importance of United States Steel Corp.'s products in key industries broke in the April 27 issue of *Newsweek* and the May 4 issue of *Time*. It is a three-page insert on "The Story of a Reliable Missile," featuring a four-color shot of a missile unloading operation. Subsequent ads in the series will show the part U. S. Steel products play in other industries.

Guild, Bascom Boosts Four

Guild, Bascom & Bonfigli Inc., San Francisco, has realigned its creative department. Alex Anderson, vp in the creative department, has been named vp and creative television director. Maxwell Arnold Jr., vp and copy chief, moves up to vp and copy director. Gil Lumbard, copywriter, has been promoted to copy supervisor, and Francis Murphy, a copywriter in the agency's Hollywood office, has been named copy supervisor there.

COLOR AND BLACK—*John B. Stetson Co. will promote its hats in September with facing pages, one in black and one in color, in Esquire, Gentlemen's Quarterly, Holiday and Sports Illustrated. This page, in Sports Illustrated only, promotes the Gun Club hat. Gray & Rogers is the agency.*

YOU'VE GOT TO GET UP PRETTY EARLY TO BEAT JACK KROECK*...

. . . early enough, in fact, to talk to attentive farm businessmen at 6:00 a.m., six days a week. Unfortunately for you, if you aspire to replace him as Kansas City's dominant radio Farm Director, simply setting your alarm for dawn won't do the job.

The simple fact is that Jack's drilled himself into the Heartland farmer's mind like a corn borer into a fresh green stalk. When he talks, the prosperous farm group listens. The reason is that Mr. Kroeck speaks with *authority* . . . whether he's reporting fast-breaking market prices or interpreting the latest Washington legislation.

Jack Kroeck is one of the few remaining radio personalities with an honest-to-goodness pre-television style *listening* audience. His listeners want facts, not entertainment. This serious mood gives his sponsors a rare opportunity to be heard and carefully considered throughout WDAF's tremendous six-state coverage area . . . far and away the largest in this territory. If you're interested in the farm market, the men from Christal have the facts.

*Rhymes with heck

WDAF 610 on the dial SIGNAL HILL
KANSAS CITY, MO. NBC

A NATIONAL THEATRES STATION

Oster, Olds, ADA, Brewers Sign for Network TV Shows

New network tv sales include: John Oster Mfg. Co., for an hour Eydie Gorme-Steve Lawrence special Nov. 25 (American Broadcasting Co.); American Dairy Assn., as half-hour alternate-week sponsor of Lawrence Welk's Thursday show (ABC); Oldsmobile, for a half-hour show preceding Ed Sullivan (Columbia Broadcasting System), contingent on Mercury's expected cancelation; and U.S. Brewers Foundation, for an hour variety show, "Summer on Ice," June 10 (National Broadcasting Co.).

Toiletries Pass $1.5 Billion

The 1958 estimate of retail sales of perfumes, cosmetics and other toilet preparations, excluding toilet soaps, has been placed at $1,523,700,000 by the Toilet Goods Assn. This is an increase of 6.5% from the previous record set in 1957. Among the biggest sales increases were dentifrices, up more than 12%. Home permanent waving materials declined. Sales in food stores (22.3%) dominate the increases by types of outlet. Drug store sales, while higher (27.1%), continue to decline on a percentage basis.

Nelson Joins CandyGram

Walter Henry Nelson has been appointed vp and general manager of CandyGram Inc., Chicago, candy-by-wire service. He has also been named assistant to the president of Stevens Candy Kitchens, Chicago, which supplies the candy for CandyGram. Mr. Nelson was formerly director of public relations of Reach, McClinton & Co., New York, agency for both CandyGram and Stevens.

Burlingame Adds Four

Burlingame-Grossman Advertising, Chicago, has been named to handle advertising for four new accounts. They are Harry Lee & Sons, distributor of industrial equipment and supplies; Young Engineering Co., Chicago, maker of special printing presses; Chippewa Paper Products Co., Chicago, manufacturer of corrugated specialties, and Adolph Kiefer Co., Glenview, Ill., maker of aquatic equipment.

Betty Zane Names Kemper

Betty Zane Corn Products Co., Marion, O., maker of popcorn and related products, has appointed the Dayton office of Don Kemper Co. to handle advertising and promotion. Television, radio and newspapers will be used.

does your advertising please everybody...

except the dealer?

LET'S FACE IT—the best ad campaign in the world can't live up to its promise without the enthusiastic support of the dealer. Fortunately, dealers are a reasonable bunch. All they ask in return for their support is a good product and good promotion. They say advertising should have some *local* flavor...that somewhere it should focus attention on the dealer by linking him directly with your product. If this link is missing, it's just another ad campaign to a retailer.

An effective local link: reflectorized highway displays.

Highway signs by National Advertising Company deliver a reminder message for your product or service—and can show the consumer where to *buy* locally. It is a proved way of maintaining local top-of-the-mind awareness and desire for your product or service.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

William T. Cresmer, Pioneer Newspaper Rep, Is Dead at 83

CHICAGO, May 5—William T. Cresmer, 83, board chairman of Cresmer & Woodward, newspaper representative, died in Lake Forest Hospital this morning. He had been seriously ill since suffering a stroke in Tucson March 18.

William T. Cresmer

Born in Illinois, Mr. Cresmer moved with his family to California in 1887—when railway trains were still being attacked, as Mr. Cresmer's was, by roving bands of Indians.

Educated in California schools, Mr. Cresmer entered the newspaper business with the *Enterprise*, Riverside, Cal., where he spent five years before joining the *Fresno Evening Democrat* as ad manager.

■ In 1905 he was named Chicago office manager of Williams & Lawrence, formed in 1888 as the first company to represent newspapers exclusively. At that time the company represented the *Los Angeles Times, Oakland Tribune, San Francisco Chronicle* and other western newspapers.

Mr. Cresmer became vp and senior partner of the company in 1911 and the corporate title was changed to Williams, Lawrence & Cresmer. The company then had offices in Chicago, New York, San Francisco and Los Angeles.

Mr. Cresmer was named president of the organization in 1940.

■ In 1948 Williams, Lawrence & Cresmer merged with John B. Woodward Inc. and the corporate name became the present Cresmer & Woodward Inc. At the same time Mr. Cresmer became board chairman.

Long an active member of the Chicago newspaper representative community, Mr. Cresmer was president of the Newspaper Representatives Assn. of Chicago in 1913 and was one of the original founders of the American Assn. of Newspaper Representatives when it was organized in 1942. He was president of the AANR in 1943.

ANGELO CAMPODONICO

SAN FRANCISCO, May 5—Angelo Campodonico, 79, a leader in the bottling and brewing industries here for many years, died April 25 in Stanford Hospital.

Mr. Campodonico came here from Italy in 1895, when he was 15, and began work as a bus boy in a San Francisco restaurant. In 1907 he opened a saloon here and the next year helped found the New Century Beverage Co. and the San Francisco Seltzer Water Co.

In 1925 he purchased the Belfast Bottling Co. and in 1933 was one of a group that formed the Regal Amber Brewing Co., now headed by his son, Angelo Campodonico Jr.

In 1936 the Campodonico interests acquired the Pepsi-Cola franchise for the San Francisco Bay Area and in 1954 the bottling franchise for Schweppes.

BENJAMIN SMULLYAN

NEW YORK, May 5—Benjamin Smullyan, 63, board chairman of Botany Brands Inc., died April 28 of a heart attack at Mount Sinai Hospital.

Born in Atlanta, Mr. Smullyan was graduated from the Georgia Institute of Technology and came to New York in 1928. Early in his career he was with the Southern Bedspring Co.

He was successively exec vp, president and chairman of the Phillips-Jones Corp., shirt manufacturer, with which he was associated for over 20 years. He resigned in 1954 and the following year became board chairman of Botany, of which he was a major stockholder.

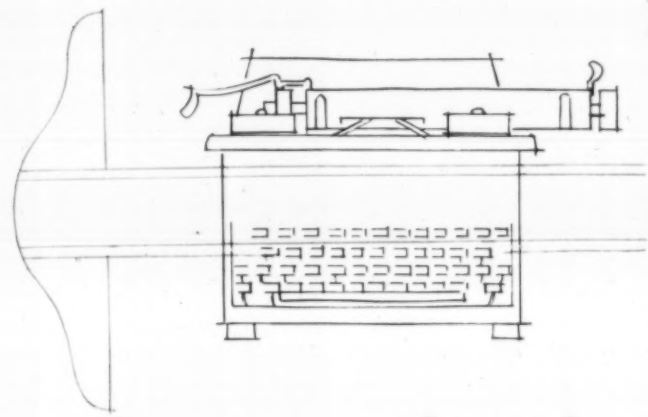
During World War II, Mr. Smullyan was an advisor to the Office of Price Administration for the men's shirt industry. At his death he was board chairman of the Bennett Corp. and the Clinton Corp., textile manufacturers. His son, Clinton, is president of Botany Brands.

JOHN H. MITCHELL

READING, PA., May 5—John H. Mitchell, 77, an executive in car card advertising for many years, died April 25 on his Berks County farm.

Mr. Mitchell was a senior partner of Mitchell, McCandless & Klauss, Cleveland, when he sold his interest in 1957 and left to retire. The company has had a con-

Advertising agencies can now convert this costly department to more important creative work!



...when their "checking department" is transferred to ACB

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa.—COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

tract with the Cleveland Transit System since the 1940s.

Mr. Mitchell began his career in New York with Barron G. Collier. He came to Cleveland in 1938 as district representative of the Criterion Advertising Service.

In 1941 he became advertising consultant to the old Cleveland Railway Co. The utility organized a subsidiary, Railway Ads Co., and made Mr. Mitchell vp and general manager. He left the post in 1943 to help form Mitchell, McCandless.

Mr. Mitchell was born in North Carolina. In his early years he worked in advertising in Baltimore and in Norfolk, Va., where he was buried.

Hayhurst, Westinghouse Part

F. H. Hayhurst Co., Toronto, and Canadian Westinghouse Co. (industrial division) will mutually terminate their client-agency relationship June 1. Westinghouse said economic factors led to the decision.

Schmidt Names Fritzlen

G. Harold Fritzlen has joined the sales division of the E. F. Schmidt Co., Milwaukee lithographer, and will manage its Chicago office, 6 N. Michigan Ave. He formerly was executive assistant advertising manager of Abbott Laboratories, North Chicago, Ill.

Columbia Names Horn

William J. Horn has been named manager of advertising and merchandising of the Columbia phonograph department of CBS-Hytron, Danvers, Mass. His headquarters will be in New York. He formerly was advertising and sales promotion manager of the appliance division of Philco Corp., Philadelphia.

Betty Thomas Joins Grant

Betty Thomas, formerly merchandising director of Donahue & Coe, has joined Grant Advertising, Los Angeles, as head of its new food division.

A complete "Checking Department" Service

. . . now available to Advertising Agencies

RECENTLY ACB announced its new "Checking Department" service for advertising agencies . . . and it's "the talk of the town." And well it might be—for ACB now presents the most simple and practical solution to the entire problem of "checking" newspaper advertising.

No longer need agencies feel handicapped and boxed-in with a "checking department" that is both costly to maintain . . . and a headache to control. What to do is no longer the question—you just call ACB. They can take over immediately . . . and in full.

42 Years Experience

It was ACB who established the present method used by practically every daily newspaper published—handling the complete distribution of their "checking copies". It's been 42 years in the making—and all *that* experience now goes into this new "checking department" development.

Users Praise New ACB Service

Those advertising agencies who now use our new service say it far exceeds their expectations . . . both in simplicity of handling—and in savings made possible. Later, ACB anticipates extending its services to include billing to agency clients . . . and paying publishers' invoices—for those who need this full service.

How It Operates

ACB operates from five service offices . . . New York, Chicago, Columbus, Memphis and San Francisco. Each day your order department sends us one copy of each order or schedule released. That's all you do. ACB then distributes these orders to each service office according to area or publishers they cover. Inasmuch as all daily newspapers are handled through ACB service offices, this permits us to check-out your ads immediately—right after insertion date. Omissions, if any, are spotted promptly, permitting the agency to issue make-good date. Other irregularities, if any, as to measurement; wrong copy; poor print; etc. are given prompt attention. Our 5-service-office arrangement is ideal for fast service.

Billings Completed on Time

Each order is completely handled and verified by our experienced checkers before release. Those completed go through billing and payment by discount date. If there are any open items, you receive a final report which ends uncertainty in your checking records.

Why ACB Does a Better Job

ACB has specialized in checking advertising for over 42 years. It is the clearing house for proof-of-insertions of national advertising for over 1600 daily newspapers. It has developed important newspaper Research Services for over 1200 national advertisers, manufacturers and advertising agencies. Many leading companies use ACB's Co-op Audit Service.

Check Your "Costs" and then Compare

Too often agency management overlooks the fact that its checking department costs far more than is warranted by the actual number of advertisements checked. For instance: What does it cost you to check an individual ad? What is your average cost? Do you realize how much your costs fluctuate—when you consider the peaks and valleys of advertising volume? Then there comes added costs such as overtime; absenteeism; vacations; social security and other taxes; cost of space (100 sq. ft. per person x $4, $5, or $6 per foot); costly supervision; changing help; etc., etc. As you look at total costs and arrive at a "cost per checking"—it is easy to see how you could save 25% to 60% of your present costs by transferring your checking department to ACB.

Responsible and Dependable

The Advertising Checking Bureau is responsible and dependable in all its services. Its charges are moderate. Write today for further information concerning our "Checking Department" service for advertising agencies.

ACB

The

ADVERTISING CHECKING BUREAU, INC.

New York (10) 353 Fourth Ave. • Chicago (3) 18 S. Michigan Ave. • Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave. • San Francisco (5) 51 First St.

THE SERVICE THAT HELPS IN THE USE OF NEWSPAPER ADVERTISING

Midwest Newspaper Linage Rises 2.1% in 1st Quarter: IDPA

CHICAGO, May 5—Fifty-two midwest newspapers scored average linage gains in the first quarter of 2.1%, according to the Inland Daily Press Assn. And this, IDPA says, despite an average loss among the 52 of 5.9% in national ad linage.

Newspapers with circulations in the 8,000 to 12,000 range suffered the greatest first quarter loss in national linage—8.2%—while newspapers in the 18,000 to 27,000 range lost only 1.7% in that period, IDPA reports in its "Advertising Index."

Both groups showed first quarter gains in both local display and classified linage. The smaller papers picked up .1% in local display and 1.7% in classified, while the larger papers gained 1% in local display and 5.9% in classified.

■ Some specific linage declines—in liquor advertising in Kansas daily and weekly newspapers—are reported, meanwhile, by the Kansas Press Service, Topeka, Kan.

Total liquor linage in the state was 3,446,428 in 1958, down from 4,202,238 in 1957 and 4,402,890 in 1956. Of the 1958 linage, 2,221,048 was in dailies and 1,225,380 was in weeklies.

The top five liquor advertisers in the state's newspapers in 1958 were Old Crow with 399,763 lines, Jim Beam with 358,768, Glenmore with 239,074, Old Charter with 192,903, and Old Cabin Still with 192,400. #

Pittsburgh Plate Renews Garry Moore Sponsorship

Pittsburgh Plate Glass Co. has renewed its sponsorship of the Garry Moore Show (Tuesday nights on CBS) for the fall-winter season, 1959-60. The company also will participate in the show's summer replacement, the "Andy Williams Show."

Associated Television Issues New Booklet

Associated Television Ltd., London, has published a new 15-page booklet, "Copy Research & Television Commercials," by Norman Squirrell, market research manager of Thomas Hedley & Co., London.

TO PRODUCE THIS FLOOR STAND

GILLETTE

CHOSE

INTERSTATE BOOCHEVER

Fairlawn, N. J.

N. J.: SWarthmore 7-8400
N. Y.: ORegon 7-6804

ABC-TV Expands Facilities

ABC-TV has announced plans for remodeling and expansion of its studio facilities in New York and Hollywood. The network's main New York studio will be expanded into a theater-studio with removable seats, as well as the latest in video, studio and illuminating equipment.

In Hollywood, a new services building will provide facilities for set manufacture, scenery storage and a paint shop. The present theater-studio at the ABC Television center in Hollywood will be changed into a permanent theater with increased seating and stage facilities. A new studio is being built for KABC-TV, Los Angeles, to release for live programming the network studio the station is now using. The expansion program is expected to be completed by fall.

MAKE 'EM LAUGH!
Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
2121 E. 9th St., Cleveland 15, O.

Capital Cities Opens Office

Capital Cities Television Corp., formerly headquartered in Albany, N. Y., is establishing new headquarters at 65 E. 55th St., New York. The company owns tv stations WTEN, Albany; WTVD, Durham, N. C., and WPRO-TV, Providence; and radio stations WROW, Albany, and WPRO, Providence. Officers in the new headquarters include Frank M. Smith, president; Michael Joseph, vp in charge of radio; and vp's Harmon L. Duncan, J. Floyd Fletcher and Thomas S. Murphy.

'Harper's' Boosts Rate

Harper's Magazine, effective with the October issue, will increase its circulation guarantee from 185,000 to 200,000 and its b&w page rate from $1,500 to $1,675.

FIRST—*This is the first "continued" ad the Cleveland Press has ever run. The Stadler Fertilizer Co. ad jumps to another page (square box of copy at left). Bayless-Kerr Co. is the agency.*

VOX POPULI
AND NOBODY LISTENS ANY HARDER TO POPULI'S VOX THAN GUILD, BASCOM, AND BONFIGLI – ADVERTISING
SAN FRANCISCO, LOS ANGELES, NEW YORK, SEATTLE, CHICAGO...
GENTLEMEN, WE SIMPLY MUST FIND A SUPERIOR CLAIM FOR THORNTON'S PICKLED THISTLES!!
WE'LL TEST IT DOOR TO DOOR!!
HORRIBLE!!
AWFUL!!!
TERRIBLE!!!
WELL, GENTLEMEN... WE'VE FOUND OUR CLAIM...
THORNTON'S... IN THE UNBREAKABLE JAR...
THORNTONS PICKLED THISTLES
POINT-WITH-PRIDE DEPT.
ON JULY 1ST, GUILD, BASCOM & BONFIGLI WILL BEGIN BOASTING THE SUPERIOR CLAIMS OF ALL PRODUCTS OF THE TIDY HOUSE COMPANY, OF SHENANDOAH, IOWA (PERFEX MULTI-PURPOSE CLEANER, DEXOL POWDER BLEACH, SWEET * 10 ARTIFICIAL SWEETENER, GLOSSTEX STARCH AND SHINA DISH DETERGENT).
TIDY HOUSE THUS JOINS SUCH G.B.&B. CLIENTS AS - SKIPPY PEANUT BUTTER, NUCOA MARGARINE, RICE CHEX, WHEAT CHEX AND CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MOTHER'S COOKIES, HARRY AND DAVID'S FRUIT-OF-THE MONTH, MARY ELLEN'S JAMS AND JELLIES, RIVAL DOG FOOD, HEIDELBERG BEER AND CARLING BLACK LABEL.
Guild Bascom and Bonfigli advertising

NTA Adds 16 Salesmen

NTA Program Sales, the film and tape distributing arm of National Telefilm Associates, New York, has added 16 account executives to its sales staff. R. C. "Pete" Maddux and John C. Rome were formerly with the NTA Television Network. The others and their former affiliations are: Perry B. Frank Jr., ABC-TV; John Gordon, WCKY, Cincinnati; Michael J. Gould, Gross-Krasne-Sillerman; Jerry Gruenberg, Gran Management; Albert L. Kolitz, Rank Film Distributors; Marvin L. Lowe, Guild Films; Joseph J. Madalena, Trans-Lux Television; Robert L. Meece and Hal Danson, Ziv Television Programs; Leslie H. Norins, KABC, Hollywood; Joseph B. Pantell, Glickman Corp.; Joe Porter, ABC Films; Dave Schooler, Minot Tv; and Ed Staub, International Television.

Transfilm Loans Slidefilm

Transfilm, New York, has developed a sound slidefilm, "Sales Report—Zero," which shows possible uses of slidefilms in business. Designed for the use of management, the 12-minute film contains excerpts from successful slidefilms now in use in various fields, including advertising and publishing.

The film illustrates how slidefilms are made from the outline through research, treatment, script, story board, recording, finished art or photography, to the photographing of the pictures on a strip of film. The film is available on loan and can be had by writing to the slidefilm division of Transfilm at 35 W. 45th St.

Lay Co. Buys TV Series

Representing the third potato chip company to purchase Ziv-TV's "The Cisco Kid" on a regional basis since the beginning of the year, H. W. Lay Potato Chip Co., Atlanta, bought the series for major markets in a ten-state area of the Southeast. Earlier this year, Dan-Dee Pretzel & Potato Chip Co. in Ohio and Eddy Bakeries division of General Baking in Idaho made regional buys. "The Cisco Kid" will be featured on Lay's potato chip packages, and special in-store displays will be used to tie in with the series. Liller, Neal, Battle & Lindsey, Atlanta, placed the order for H. W. Lay.

Fort Wayne
ADVERTISER APPROVED FORT WAYNE INDIANA TESTED
15-County Market With a Billion Dollars to Spend

One of the MIDWEST'S METROPOLITAN CENTERS			
Population	595,500	Drug Sales	$10,781,000
Households	184,300	Gen'l Merchandise	$1,250,000
EBI	$1,048,364,000	Gas Stations	62,843,000
Retail Sales	654,615,000	Lumber & Hdw.	63,969,000
Food Sales	136,053,000	Eat & Drink	44,813,000
Auto Sales	130,987,000	*Sales Management 5-10-59*	

2 GREAT NEW MARKET GUIDES
Route List for 144 Grocery Stores and 65 Drug Stores in Metropolitan Area. 28-page Golden Zone Book. Complete statistics on 15-county area.
ROP COLOR Any 1, 2 or 3-color combination available Monday thru Saturday. No schedule delays.
FORT WAYNE NEWSPAPERS, INC., Agent
The News-Sentinel • THE JOURNAL-GAZETTE
Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

MISS KIRSTEN PLAYS HER FAVORITE ROLE

(at Palos Verdes, California)

Dorothy Kirsten's life as an opera, concert, radio and television star is one that requires constant travel. But after completing each engagement she hastens back to her home at Palos Verdes, California, there to resume her favorite role as Mrs. John D. French, wife of an eminent physician and educator.

Dr. and Mrs. French live in a gracious home, a thousand feet above the Pacific Ocean. There are ideas from Sunset Magazine in this home, whose Western comfort and architecture are accented by period decor from France and Italy. Sunset ideas are in the gardens, too, where Mrs. French herself does much of the planting.

Dr. and Mrs. French are long-time subscribers to Sunset (and Dr. French's family have been Sunset readers as long as he can remember). They are but two of Sunset's *nearly two million* adult readers in the West and Hawaii; but their loyalty is typical of that which has made Sunset the most influential magazine read in the West.

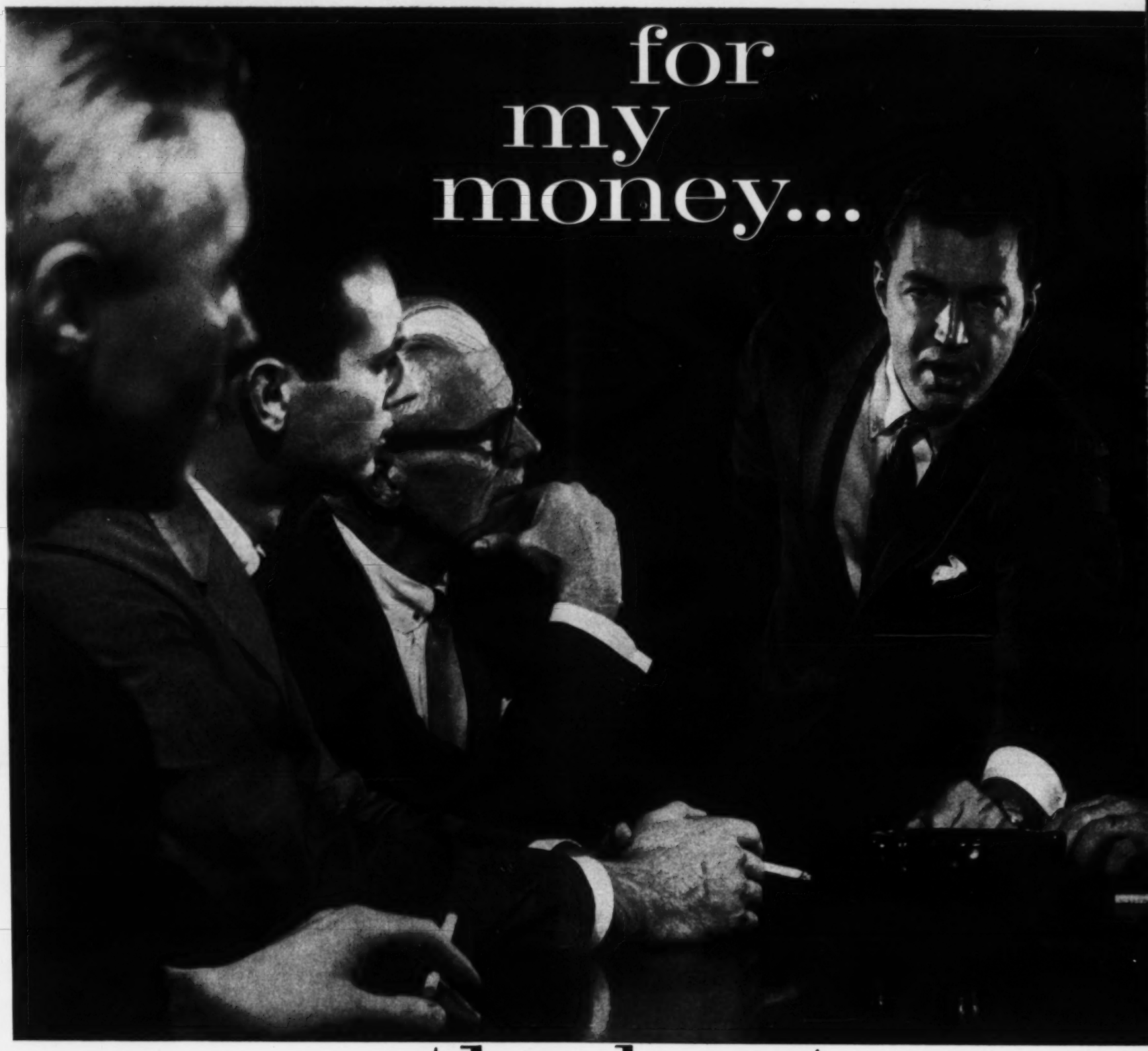
There are good reasons for that loyalty. Sunset never attempts to be "all things to all people." It is dedicated, rather, to one specific purpose: to help its readers enjoy the best in Western living, cooking, gardening and travel. A sincere devotion to that principle for more than thirty years has earned Sunset Magazine its place as the gospel book of Western living.

Like Dr. and Mrs. French, the readers of Sunset are a *selective* audience of *influential* families. They own the finest homes, live and entertain in the best of taste, maintain their gardens with endless pride, travel for business and pleasure far more than any comparable group. *How* they pursue these activities is not only *influenced* by, but usually *prompted* by, Sunset Magazine.

Dr. and Mrs. French love to spend leisure hours on their balcony-above-the-sea, built with ideas from Sunset Magazine. Bird-watching is their favorite pastime. Both belong to the Audubon Society.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA



the best
management
magazine buy
is Forbes...

One... Forbes is read by the men we want to reach... over 290,000 business executives who are high enough in their companies to make final decisions on what they buy and where they buy it. They have "Yes-Power."

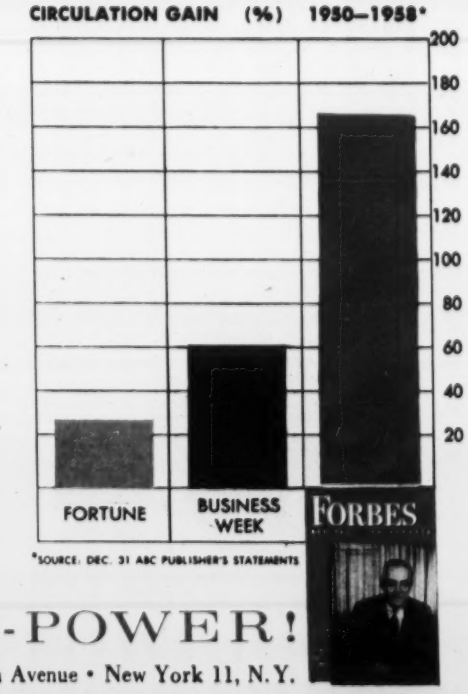
Two... Forbes editorial policy is unique. No pussyfooting or puffs... they actually rate 600 American businesses a year with critical evaluations of operations and management. The top men *must* read it to keep up with what's being said about them, their companies, their competition, their customers. That guarantees maximum exposure of our ads!

Three... Forbes subscribers are men who are out to make a profit, for their companies and for themselves... and we've got a profit story to sell. When these top men are reading Forbes, their attention is centered on management, operations and making money... and they're in the mood to notice, remember and buy a good idea like ours.

Just look at that circulation growth chart! Forbes has gone up in the field like a rocket... and it's still climbing. That means more and more people paying attention to what Forbes is doing and saying... and more potential customers for us!

Now... see who's taking space in Forbes! The big names in many fields... including our own. Obviously, they've figured it out, too, and every time Forbes puts out an issue without our advertising, we're letting the richest market in America go by default!

Gentlemen, we can't *afford* to stay out of Forbes. That's why I say, and will keep saying, "For my money, the best buy of all is Forbes!"



FORBES GIVES YOU 290,000 YES-POWER!

Forbes Magazine • 70 Fifth Avenue • New York 11, N.Y.

Mobilboard Signs Perfect Circle for Truck Ads

Mobilboard Inc., Des Moines, has signed the Perfect Circle Corp., Hagerstown, Ind., as the first major automotive product manufacturer to use its trailer truck advertising. Showings are on fleets owned by the Consolidated Freight Co., Saginaw, Mich., and Pyramid Motor Express, Secaucus, N. J.

The 3x6' signs are placed on the upper rear portion of the trailer doors. Space on the trucks is leased by Mobilboard on a monthly basis. All installation and maintenance is done by Mobilboard.

Flower Grower,

The Home Garden Magazine, is bought, read and loved by 400,000 families in suburbs and small towns.

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

2049 Grand Central Terminal
New York, N.Y.

'Bulletin' Raises Rates

The *Philadelphia Evening Bulletin* and the *Sunday Bulletin* will increase advertising rates in every category July 1. All classified advertising will be increased 5¢ a line. Special school advertising rates also have been increased by approximately the same percentage, with transient daily rates now up from $1.40 to $1.50 per line.

Film Co. Boosts Halpern

Ben Halpern, previously director of publicity at United Artists Television, New York, tv film distributor, has been named to the new post of promotion manager. Mr. Halpern will serve as liaison between UA Television and the advertising, publicity and exploitation departments of the parent company, United Artists Corp.

Adman in the News . . . Jack McGill

TORONTO, May 5—Jack McGill, a 49-year-old former window dresser, yesterday was elected president of the Assn. of Canadian Advertisers.

A spare, tallish man with disappearing reddish blond hair, John J. McGill first wanted to be a newspaper man. But he was a top-notch hockey player, first in high school, later at McGill University, and finally with the famed Montreal Canadiens in the National Hockey League. He was, by his own estimate, "a middle-grade NHL hockey player, and not a star."

He was scared off his newspaper bent because "everyone I talked with in those depression days told me that if I was going to be a newspaper man I should head for the business end, which wasn't what I had in mind at all. So I wound up in advertising."

Today an uninhibited booster of advertising ("I'm proud of it"), Mr. McGill thought well enough of it in 1937 to quit the Canadiens and a fairly "lucrative" income to take much less with Imperial Tobacco Co. as a window dresser.

■ But during his last two years with the Canadiens, he spent many of his non-playing hours studying for a master of commerce degree in economics.

"I wrote much of my thesis traveling with the Canadiens, and I'm afraid you could tell it," he says. His subject ("a hot one in the middle 1930s") was "Minimum Wage Legislation."

For "part of a year" after leaving the rinks, his time was devoted to retail store windows. Then he moved to Tuckett Tobacco, a company associated with Imperial, where he "did a little of everything in the advertising department." Later he switched to selling to retailers.

With the RCAF for three years as a physical education instructor in World War II, Mr. McGill later rejoined Tuckett and subsequently became advertising manager. He rose to vp and a director before switching, in May, 1956, to Montreal and his current spot as advertising manager of Imperial.

J. J. McGill

■ Jack McGill, a blue-eyed Scots-Irish native of Ottawa, disputes the fictioneers' portrayals of the advertising man.

In Canada, he says, the business has attracted "an intelligent group of people, who can hold their heads up because they play an important role in developing the economy of this country."

His pride in advertising, however, does not keep him from seeing the need for improvement, at least in one area.

"Advertising," he says, "needs more believability. We advertising men should take a good look at ourselves and guard against making extravagant claims and be ready to stand completely behind any copy we run."

Then he adds, "The public has become sophisticated, and only honesty and sincerity will reach them and make advertising more effective."

■ Mr. McGill thinks anyone in advertising can profit from a sales background, and he dearly loves to get "a dyed-in-the-wool salesman who moves into the ad department."

He is a "strong believer" that the copy idea is "the foundation of any good campaign." Then he explains that "this probably ties in with the fact that my long suit always was English," which so nearly lured him into becoming a newspaper sports writer.

Mr. McGill expects ACA to enjoy "some tremendous growth in the next ten years." He doesn't think Canadian business or advertising experienced a recession early last year.

"True, ad budgets were cut back, but I think it was more a period of uncertainty," he says.

Right now most Canadian companies are looking back on some "awfully good first-quarter reports—and everything points to our moving ahead from there." #

MacRae's Names Wiegand

MacRae's Blue Book Co., Chicago, has named L. J. Wiegand as space sales representative in the southern part of Indiana. He formerly was assistant sales manager of Sidney Machine Tool Co., Sidney, O., and previously was sales promotion manager of *American Machinist*, a McGraw-Hill publication.

Roche, Rickerd Names Singer

Morris T. Singer has been appointed vp in charge of production of Roche, Rickerd & Cleary, Chicago. He has been with the agency and its predecessors since 1926.

Kangas Joins Waldie, Briggs

Norman E. Kangas has been appointed to the account management staff of Waldie & Briggs, Chicago. He was with J. Walter Thompson Co.

Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

HIGHER EDUCATION — KEEP IT BRIGHT

If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

ADVERTISING COUNCIL PUBLIC SERVICE

GROWTH IS A FACT OF LIFE

For the early 1960's, we project the circulation of LIFE at more than 7,000,000 copies a week. This will be one million more copies than LIFE's present circulation base.

The April issues of LIFE just passed, sold approximately 200,000 more copies than did those of April a year ago.

In fact the April 20th issue sold 6,223,000 copies, and subscriptions are at the highest level ever achieved by any weekly magazine. LIFE's total weekly readership, which averaged 26 million people in 1952 is currently at 32 million, an increase of 23% in just 6 years.

Close at hand is The Market of the Sixties, forecast by the Editors of Fortune as "the damnedest business boom anybody has ever seen."

Ahead in the Sixties is a population of more than 200,000,000. Ahead is an education level so high that the increase in families with a high school education will actually exceed the increase in total number of families.

Ahead is a rising standard of taste and excellence (partly the cause and partly the effect of education) which will spark an even greater desire to see and know the kind of information and revelation LIFE provides.

The rise to over 7,000,000 circulation has already started. By the fourth quarter of the year, LIFE will be delivering between 6,400,000 and 6,500,000 copies a week at no additional cost to the advertiser.

In February of 1960, LIFE's advertising rate will be based on a circulation of 6,500,000.

GROWTH IS A FACT OF LIFE

A TOTAL OF
1,460,000 PEOPLE
READ THE
New York Journal-American
...500,000 more than the second evening paper
From N.Y. Daily News "Profile of the Millions" 1958

Murphy Hits U.S., State Controls on Liquor Advertising

(*Continued from Page 3*)

a traffic cop, to make sure that no one drives through the red lights set forth in the regulations."

■ Interstate advertising—such as newspapers, magazines, radio and television—falls within the purview of federal regulation, and duplicate regulation by the states "serves no public purpose," Mr. Murphy said.

"It is costly, confusing and abusive to the industry," he said. "It means that 14 or 15 versions of a basic newspaper advertisement must be prepared to conform to the requirements of all the states, if the advertisement is to be used on a national basis. Such a procedure is a wanton waste of time, of talent and of money. It cannot be justified on the ground that it protects the public interest."

The Kansas liquor regulator ripped into state advertising regulations, which he charged were written at the time of repeal of Prohibition and are now outmoded and a burden upon the regulated industry.

■ "As the years went by, the original errors were compounded in administrative interpretations and court decisions," Mr. Murphy said. "The result is that our present system of control has deeper roots in folklore than in law.

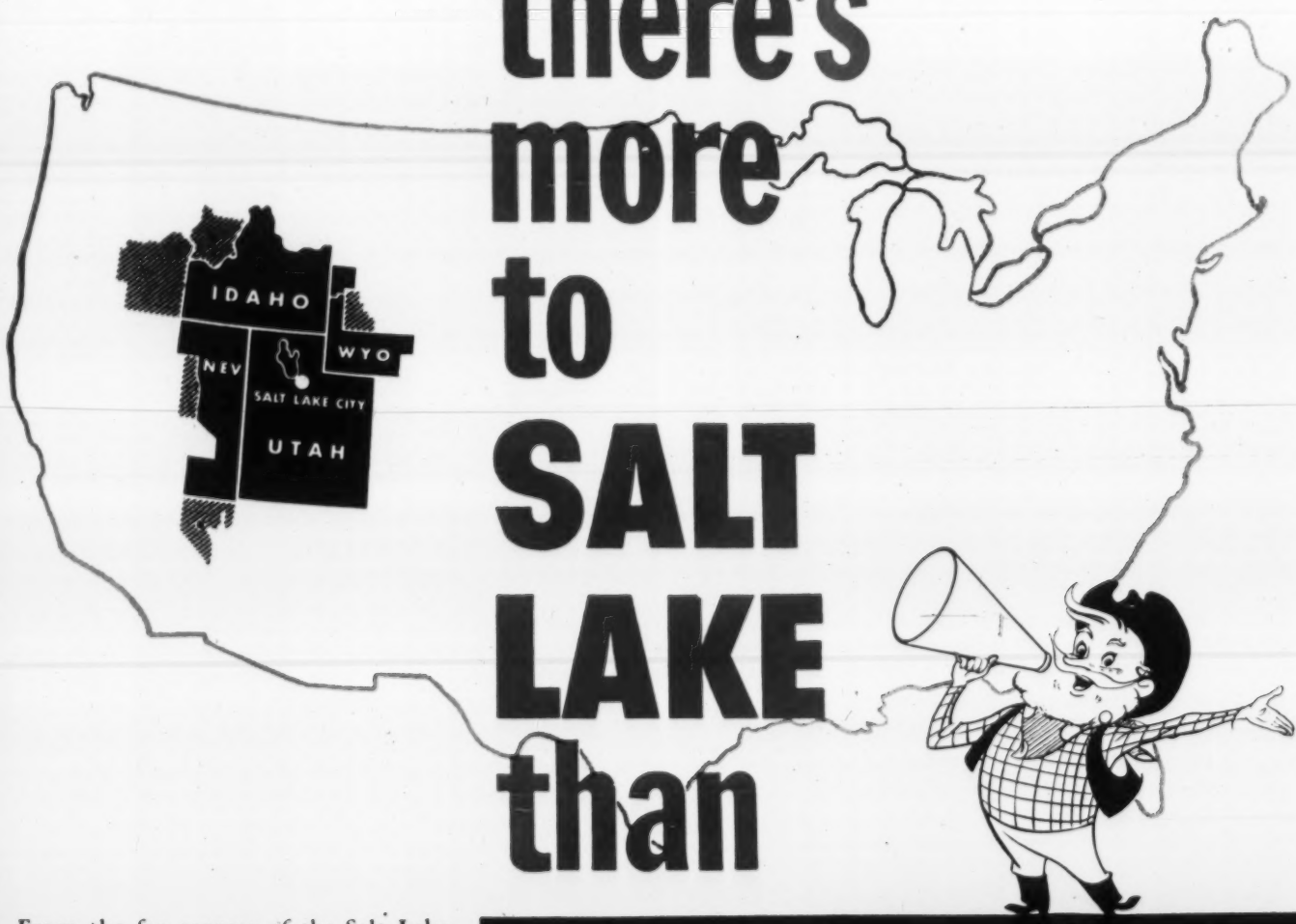
"This folklore has been handed down from one administrator to another, keeping alive myths from one administrator to another, with the result that liquor control drifts a little further off course each year.

"Because they have been oriented by a faulty compass, administrators unwittingly arrogate to themselves powers they were never meant to have and really don't need; and through such arrogation of power they impose upon themselves weighty burdens that they were never meant to bear."

■ Turning to the federal regulations on liquor advertising, Mr. Murphy said he was convinced that "Congress never intended that the control agency should regulate industry advertising. The intention of Congress, as I see it, was not to give the control agency power to regulate industry advertising, but, rather, to use the advertising section as a device for the enforcement of labeling regulations."

From Moscow and Paris to Geneva and Jericho--
From Newcastle and Kimberly to Charleston and
Hyde Park -- From Tuscarora and Monticello to--
Caliente and Alamo-- The word is out!

there's more to SALT LAKE than SALT LAKE



From the far corners of the Salt Lake Intermountain Market (and each of the above are towns in this market), comes the call for Salt Lake's goods and services. Salt Lake is the hub and supply center for the entire market. Salt Lake's two great metropolitan newspapers blanket Salt Lake City and reach into each nook and cranny of the entire market—selling 1⅓ million prosperous prospects daily!

The Salt Lake Tribune
(MORNING & SUNDAY)
DESERET NEWS AND
Salt Lake Telegram (EVENING)
Represented Nationally by
MOLONEY, REGAN & SCHMITT, Metro Comics Network

10-Color Goss Press Begins Producing 'Coronet' at Hall

CHICAGO, May 5—A big new ten-color Goss printing press for producing *Coronet* was put into operation here last week at the W. F. Hall Printing Co.

The press was built specially for Hall and *Coronet* by Goss Printing Press Co., Chicago. At top speed it will print, cut and fold more than 3,000,000 *Coronet* pages an hour. In just five seconds, Hall says, the press will complete 4,500 pages—the equivalent of 21 complete copies of the magazine.

Coronet's average monthly circulation is now in excess of 3,000,000. The print order for the June issue is in the neighborhood of 3,500,000, according to *Coronet*. #

New California Consumer Counsel Near Final Okay

Creation of a new $15,000 a year consumer counsel in the office of Gov. Edmund G. (Pat) Brown of California is now nearing final legislative approval. The state assembly has passed the measure and it will go to Gov. Brown for signature if a move for reconsideration is defeated. The consumer counsel would be authorized to hire a staff and to appear before government agencies and to make recommendations for legislative action.

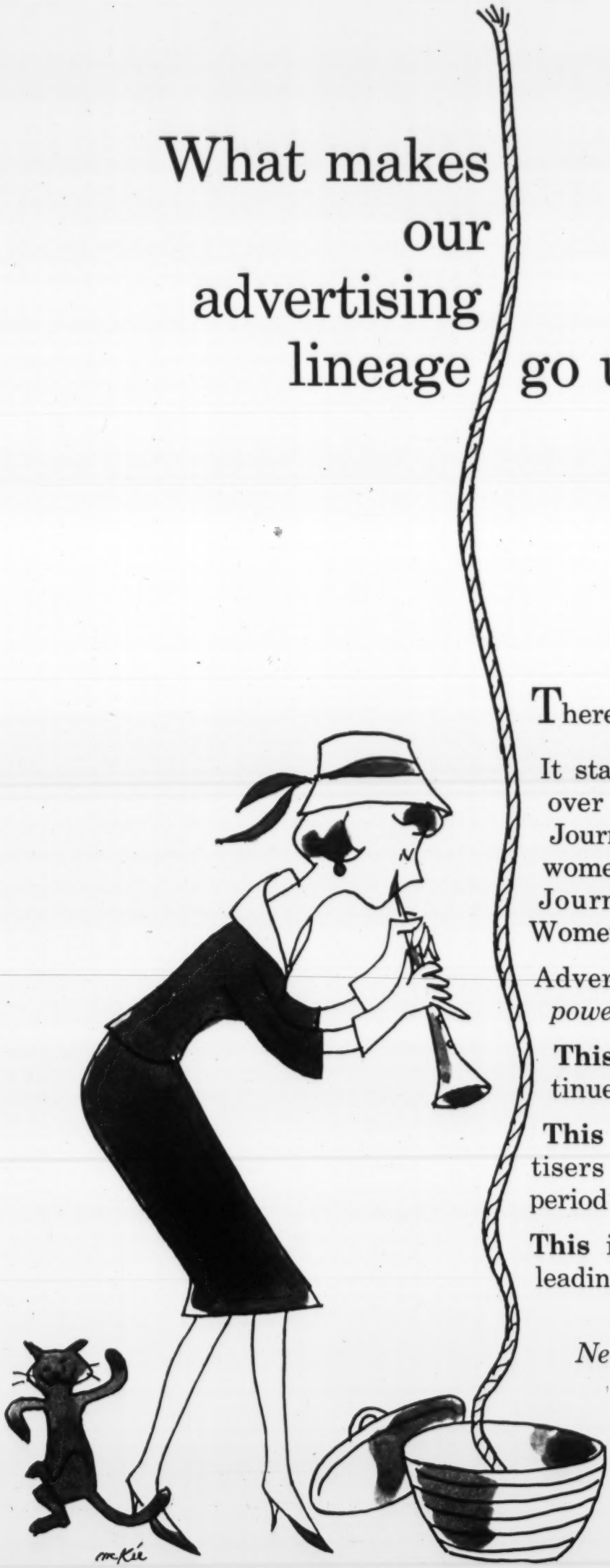
Gumbinner Promotes 2 Execs

Henry H. (Bob) Marshall, copy supervisor at Lawrence C. Gumbinner Advertising, has been appointed vp and copy director. He joined the company in 1957. Robert Goldsmith, who joined the agency in 1958 as a senior copywriter, has been named copy chief.

'TV Guide' Boosts Kelley

TV Guide has promoted James R. Kelley from promotion copywriter to newsstand promotion manager, a new post.

What makes our advertising lineage go up?



There's no trick to this trick. No hocus-pocus.

It starts with the power of women – the power of over 5,750,000 women who make Ladies' Home Journal the world's largest and most influential women's magazine. And there's another ingredient– Journalpower, the Journal's very special spark. Women don't just read the Journal...they read and *act.*

Advertisers find that *womanpower plus Journalpower equals salespower.*

This is why the Journal's advertising lineage continues to rise–up 22% in May over May of last year.

This is why, in the first five months of 1959, advertisers upped their investment 15% over the same period in 1958.

This is why Ladies' Home Journal is the world's leading magazine in revenue per issue.

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

★★ THE DENVER

The Voice of the Rocky Mountain Emp

Denver, Colo.—Climate Capital of the World

Vol. 67, No. 121

DENVER BOOM MAIN

Major Gain Reported By Banks

Denver's commercial banks have gained almost exactly $100 million in resources in the past 12 months, condition statements revealed.

The total for the 15 banks was up to $1,098,498,000 at March 12 from $998,521,000 on March 4, 1958, the nearest comparable reporting date last year.

Deposits advanced to $986,763,000 from $910,753,000.

Loans made a strong rise to $509,424,000 this year from $434,688,000 in March of 1958.

Holdings of cash and government securities also were higher, at $540,687,000 compared with $508,398,000.

The banks continued to add to their capital structures which rose to $74,068,000 from $68,805,000.

In the past 12 months, the number of banks has been reduced by the merger of International into First National and the merger of Denver and U. S. National into Denver U. S. National.

Big Leaguers Draw Denver's Biggest Ba

Every seat in Bears Stadium had a customer in it Sunday, April 5, as Denver's biggest baseball crowd in history gathered to watch the San Francisco Giants edge the Cleveland Indians 7-6 in a weather-perfect exhibition game. Even the standing room was taken. Note fans clustered behind top row all along 19,805, compared to the previ at the American Association's the stadium were crammed lo

State Record Set on Hunting License Sales

Colorado set a new record in the sale of hunting and fishing licenses during 1958, according to a report released Saturday by John Likes, license supervisor of the Colorado Game and Fish Department.

A total of 601,536 licenses and permits in 1958 brought $4,206,000 in revenue to the department, as compared to 563,328 licenses and $4,060,000 for 1957, the previous record year.

Largest increase was noted in the resident fishing license category, which gained 15,347 over 1957 to a total of 144,432 and a revenue of $577,728.

Nonresident fishing license sales increased from 15,560 in 1957 to 16,267 last year.

An unexpected gain was noted in the nonresident five-

COST $16 MILLION

Motels Adding 1,000 Rooms

By WILLARD HASELBUSH
Denver Post Business News Editor

A survey of The Denver Post shows that more than 1,000 new luxury-type motel rooms have been built or are under construction since last fall in the Denver metropolitan area.

The new accommodations, plus the 300-room Brown Palace West addition and the 1,000-room Denver Hilton Hotel rising at Courthouse Square, will give Denver ample space by early 1960 to handle major national conventions for the first time.

The new motel facilities, built at a cost of nearly $16 million, are expected to be a major factor in landing for Denver the 1961 national convention of the American Legion.

The Colorado Visitors Bureau, [illegible] Steve McNichols,

ready booked for 1960 and in attracting more national meetings in the future.

He said the addition of the 2,000-person-capacity convention hall which will be a part of the new Denver Hilton, and the new 800-person Grand

State Farm, Ranch Net Up 33 Pct.

Colorado's 38,000 farmers and ranchers grossed $566 million and increased their average net income 33 pct. last year—to $3,653—far exceeding the national average farm net income of $2,750.

Gross income in 1958 averaged $14,839, up $2,034 or 16 pct. over the 1957 figure of $12,805.

The increase was primarily the result of exceptionally favorable growing conditions for the state as a whole and generally better than average prices for farm products, particularly livestock—the largest single segment in the state's agricultural economy.

The net income estimate, based on the state's gross receipts of $566 million for livestock, livestock products and

VALUE A

Mo Loa

The met on to new re loans in the quarter of 1

The tota ly report on by Lloyd H Title Insura

Hughes said gage loans w four-county a That compare same period

The dollar quarter mor $105,180,093— $79,893,939 lo 1958.

Arapaho

Record A

R POST

HOME EDITION

pire

5 Cents, 72 Pages

ITAINS PACE

seball Crowd

the back of the stands. Attendance was ous record of 19,769 set July 16, 1956, All-Star game. Parking areas all around ng before game time.

Population Up With Earnings

Denver's booming economy is continuing its growth in steady fashion in 1959 and the metropolitan area is developing into one of the best balanced, resilient business areas in the nation.

That's the report Saturday from the business research division of the Denver Chamber of Commerce.

A monthly report by the division showed that the area's population is continuing its skyrocket growth—and that not only are there more people living here and more people working, but earnings have increased in all industries.

As of March 1, there were 10,200 more electric customers and 8,400 more gas customers than a year ago, solid proof of growth.

Examples cited in the report showed average weekly earnings of construction workers up to $111.44 as of March 1, compared with an average of $106.20 weekly a year ago.

The five-county metropolitan area labor force as of March 1 was 321,200, up 5,400 from last year at the same time.

Plus Side

"Retail sales indicators have taken a definite hold on the plus side of the barometer of Denver's economic health," said the report by Mrs. Lois Wenzel, director of the business research division.

"Retail sales tax collections in the city and county of Denver alone reached $401,607 in February, representing $40,160,700 in actual sales for a 5 pct. increase over collections in February, 1958."

Reports from the Federal

State OKs $3 Million In Projects

The State Planning Division's advisory board late Wednesday gave approval to some $3.5 million worth of construction projects at three Colorado institutions.

It notified Colorado State University officials they could begin work as soon as plans are complete for a new student center on the Fort Collins campus at a total cost of $3,071,000, including equipment and furniture.

W. M. Williams, state planning director, said the new center would be "self-liquidating" — financed by a loan from the U.S. Housing and Home Finance Agency, to be repaid out of operating revenues.

The present student union building, he said, eventually will be converted into administration and classroom space. He said a $2 million loan commitment from HHFA already is in hand.

OTHER PROPOSALS

LSO RISES

re Housing ins in Area

ropolitan area housing boom is rolling ords with the number of new mo... four-county area up 24.2 ... 59 and the dollar ... ls were released ... mortgage a... ughes, presi... nce Co. of D... 7,509 new ... ere made in ... a up to Apri... s with 6,044 in th... year ago.

alue of the first ... age loans was ... mpared with only ... ned up to April 1,

Leads

... ract and Title In... said the biggest

... field in M... Investments Co... 836,050; Midland Fed... ings & Loan, 169 loans and $1... 752,882.

Empire Savings Building & Loan Assn. closed 95 loans in March for $1,444,250; Capitol

... ton Fie... 113,560—compared ... in the same month last year. And at Union Station, 114,425 rail passengers checked in and ... as against

... ground irrigation system at a cost of $80,000 of cash funds realized from sale of the uni-

... economy farm.

one of America's Great Newspapers covering the nation's third fastest growing major market

CIRCULATION

Evening, except Saturday . . . 253,410
Sunday 334,121
Empire Magazine and Comics . 362,919

A.B.C. Publisher's Statement
September 30, 1958

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

'Life' Hikes Rate Base, Cuts Newsstand Price

(Continued from Page 2)
ly lonely.

■ In a letter to advertisers and agencies, Publisher Andrew Heiskell dwelt on the market of the 1960s: More than 200,000,000 people in the U.S., real incomes rising at 4% a year, 6,000,000 additional families moving into the more-than-$5,000 income bracket.

The letter quoted Henry R. Luce, editor-in-chief: "In putting out this magazine, only our convictions must remain firm. All else—tradition, technique—are game for change. The *Life* of the 1960s is to be the magazine for all alert Americans."

This was interpreted as another indication that *Life* has reacted to a tendency to segregate it as a "high-class, upper-class magazine," a segregation reinforced by the circulation price. *Life* obviously wants to be a mass magazine for practically everybody, and the price cuts are intended to produce that effect.

■ Mr. Heiskell also pointed out several *Life* improvements:

1. A new paper mill, largely devoted to *Life* paper, will start operation at St. Francisville, La., this year.

2. Paper suppliers are making investments to improve paper quality for *Life*, and the company's Springdale laboratory is in the middle of a $6,000,000 research program aimed at bettering paper quality and increasing productivity.

3. *Life's* largest printer (R. R. Donnelley & Sons, Chicago) will build another printing plant in the East, raising *Life's* copies printed in the East above 1,000,000 a week, with consequent distribution advantages.

4. *Life's* subscription service has let contracts for a new records system, utilizing electronic memory, computer and tape recorder mechanisms.

The reaction of competing magazines varied between admiration for *Life's* bold declaration of rising circulation and inevitably rising rates and an opinion that the cut in circulation prices could be viewed as basically defensive in character."

12 ADVERTISERS SET 30-PAGE 'LIFE' SECTION

NEW YORK, May 8—*Life* will carry a blockbuster ad section in the Sept. 14 issue keyed to National Home Week and the "Live Better Electrically" promotion.

The 30-page section, called the biggest advertisement in pages and revenue in *Life's* 23-year history, will include color and b&w pages for major appliance makers and suppliers, including Fedders-Quigan Corp., Frigidaire, General Electric appliance and lamp divisions, Hotpoint, Kelvinator, Kennecott Copper Corp., Owens Corning Fiberglas, Thermador Electric Mfg. Co., Westinghouse appliance and lamp divisions, Whirlpool and Edwin L. Wiegand Co.

Life said the $1,000,000-plus section will include 14 product ads, nine cooperative institutional ads and seven pages pushing the "Live Better" promotion by Edison Electric Institute. #

Librarians Elect Madison

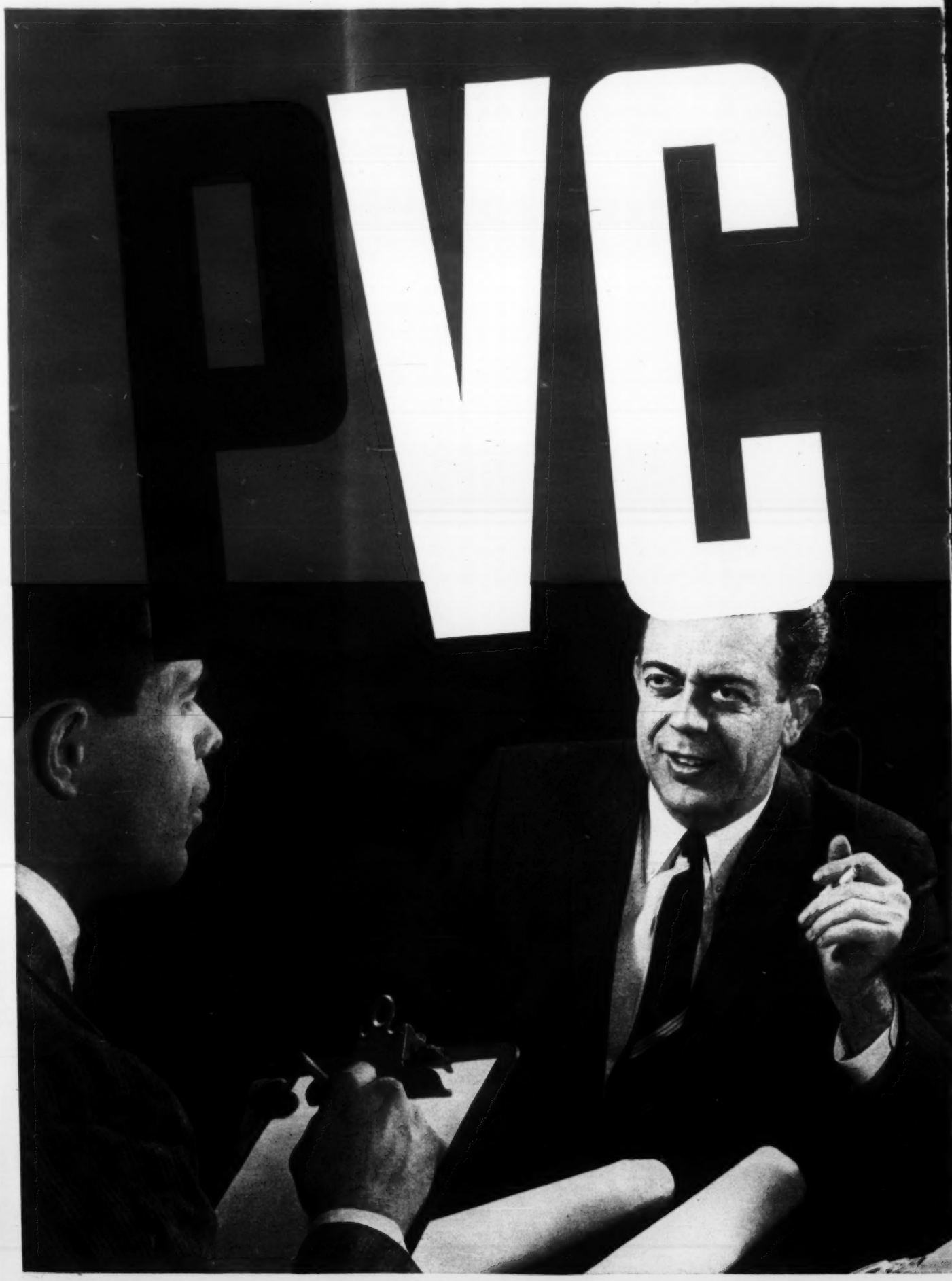
Charlotte Madison, head librarian of Compton Advertising, New York, has been elected chairman of the New York Group of Special Libraries Assn.

'Life' Equals Radio's Total National Spot Volume: Labunski

PEORIA, ILL., May 6—"If radio men couldn't kill radio with their pessimism in 1949, will they succeed with the civil war of 1959?"

This question was posed here this week by Stephen B. Labunski, general manager of WMCA, New York, in a speech before the Peoria Advertising Club. He then proceeded to develop an answer.

"I have a bad dream every now and again, after too much good food and an old late movie on tv," Mr. Labunski said. "It goes something like this . . . I'm dragged from my bed in the middle of the night, hauled before a tribunal and asked, 'Are you now, or have you ever been, a member of any organization which advocates playing rock 'n roll music on the radio?' When I begin to mumble that it's



ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

not as simple as that, your honor, I am appropriately thrashed with old Pulse books and Nielsen Audimeters.

■ "If radio men aren't fighting with each other about music, then it's apt to be about something else —double spotting, taking mail order copy, having too many rate cards, appealing only to teen-agers (or not appealing to teen-agers), raising rates too often, not charging enough, or confining public service to a few Girl Scout cookie plugs early Sunday morning.

"In the meantime *Life* magazine goes merrily along, doing a gross business which is approximately equal to all national spot for all radio stations in the country. If we would concentrate on the enemy, instead of on each other, we might increase radio's share of the advertising dollar, with more for everybody.

"The American people spend far more time with radio and television than with any other pursuits save working and sleeping, yet the entire broadcast share of America's $10 billion annual advertising budget is only something like 20%," the broadcaster said.

■ Nevertheless, Mr. Labunski said, he was not discouraged, since radio is "too hardy and resilient to be defeated by any normal forces." Pointing out that people buy about 2,500,000 pocket radios each year, he added: "Radio has many problems, but circulation is not one of them, and that's a mighty good start." #

Gross Shifts to Flamingo

Arthur Gross, previously assistant to the president and supervisor of foreign and domestic sales at Guild Films, has been named vp in charge of syndicated sales at Flamingo Telefilm Sales, New York, tv film producer and distributor. The appointment is effective June 1.

Creative Campaigns Must Be Built on Research: Moore

(*Continued from Page* 3)

the media man "who thinks only of the shotgun approach or is hopelessly involved in the numbers game," and asked for a concentration of efforts "on moving goods —not winning advertising awards."

■ The Dodge ad head described two research projects to the adclub.

• "Last year, Chrysler Corp. selected four markets as a base for a research campaign. First, it made a consumer survey to find out what the people thought of us, our products and our dealers. Then, it ran a series of ads which exposed a variety of campaigns and themes that seemed to follow the lines suggested by the public opinion survey. The research continued, and it learned what was working and what was not.

"Out of this program came the now familiar phrases. . . 'For the one man in four who wants more,' and 'Quality cars from Chrysler Corp.'

"This testing also revealed that the public responded very favorably to an illustration of a grayhaired man and an English bulldog. There was no attempt to expert the results. The research facts were used, and the campaign, at the national level, has been a success," Mr. Moore said.

• "One of our sister divisions—Chrysler—based its current campaign on some basic, national opinion surveys. These indicated that the image of the car was a passive one. The campaign was planned to counteract this passive impression about the car. At first, both the division and the agency were deluged with off-the-cuff opinions on why the 'Lion-hearted' theme was not good for a car.

"However, as the research and survey activity continues, the public—the customers—believes that the Chrysler car is far more powerful and alive. The passive feelings have been erased, and new supplementary themes have been suggested," he said. #

Every hour . . . every day . . . every week . . . your best customers and prospects are being personally interviewed to verify the circulation of MACHINE DESIGN. Interviewers of the Harvey Research Organization visit annually all establishments within the Original Equipment Market receiving four or more copies. Depth interviews are being held at all the larger and more important companies, accounting for about 60 per cent of total circulation.* A glance at some of the questions will tell you why no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage . . . why no other magazine can so quickly respond to new personnel, new departments, new industries!

Personally Verified Circulation assures rapid reader response

Rapid Reader Response! It is bound to be greater whenever a magazine is directed to the right people . . . at the right place . . . at the right time. For all reader response—readership, inquiries, product preference, company recognition, etc.—stems from the perfect match between editorial concept and circulation. That's why, when you advertise in MACHINE DESIGN, you can be sure design engineers will read every word that talks their language. That's why the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE!

Some typical questions—How many engineers at this address doing design work? How many draftsmen, technicians, design detailers, etc., at this address working with engineers?

We want to be sure that one copy of MACHINE DESIGN is being delivered to this address for at least every four engineers. If more copies are needed, would you give me the names and titles of the individuals to whom they should be addressed?

What is located at this address: Manufacturing Plant? General Offices? Government Establishment? Educational Institution? Exclusively a research laboratory? Exclusively a consulting engineering firm? Some other kind of establishment?

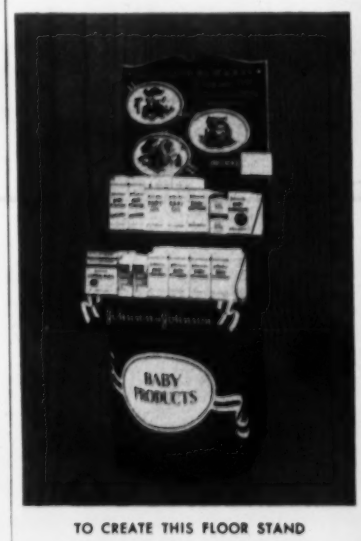
What one principal product is designed or manufactured at this address? What other products?

Any new engineering groups or departments added in past year . . . that is, anywhere throughout the country? If so, what is the mailing address and name of person in charge?

"We are reading and using MACHINE DESIGN, and would like to have you continue sending it."
(Signature)

*Balance of circulation verified annually by mail or Western Union

MACHINE DESIGN
a Penton publication
Penton Building, Cleveland 13, Ohio
BPA
ABC



TO CREATE THIS FLOOR STAND
JOHNSON & JOHNSON
CHOSE
INTERSTATE
BOOCHEVER
Fairlawn, N. J.
N. J.: SWarthmore 7-8400
N. Y.: ORegon 7-6804
Riser by Thomson-Leeds Co. Inc.

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

S&H Ships 23,000,000 Catalogs

Sperry & Hutchinson Co., New York, largest trading stamp company, is distributing 23,000,000 copies of the 64th edition of its annual catalog. More than 1,000 items of merchandise are shown, including an all-electric kitchen, six patterns of sterling silver, and 59 decorator items, all new items of merchandise. The catalog has 84 pages, reportedly 60% more pages than any previous stamp catalog. The new catalog, printed by Curtis Publishing Co., Philadelphia, is reportedly the largest single printing order of its kind ever placed and executed.

Rich Joins LaRoche

John D. Rich, formerly sales manager of American Express Co. credit card division, and before that advertising manager of Van Munching Imports, has joined C. J. LaRoche & Co., New York, as an account executive for Hiram Walker Inc. products.

Farmers Rely on Print Ads: Sandage

CHICAGO, May 5—Farmers get more information and depend more on advertisements in print media than in electronic media, Dr. Charles H. Sandage said here yesterday.

Dr. Sandage, chairman of the advertising division of the University of Illinois journalism school and president of the Farm Research Institute, told members of the Chicago Area Agricultural Advertising Assn. that in a recent study completed by FRI, farm families (61.5%) named farm magazines (paid) as their favorite medium to derive information from ads.

A total of 41.1% of the families named daily newspapers, 37.4% picked catalogs and 25.6% selected free farm magazines. All other media fell below the 25.6% figure with television receiving votes from 21.7% and radio, 20.6%. The top four media finished in the same order except with higher percentages when farmers were asked what ad media they are most dependent upon.

■ "Farm families place more reliance on ads in media edited for their professional or occupational guidance," Dr. Sandage said. "Farmers generally recognize electronic media as 'general' media."

Dr. Sandage startled some of his audience when he announced that the same study disclosed that 49% of the respondents had rated advertising as more important than editorial matter in farm magazines, with 38% voting for story matter ahead of ads.

Humorous articles and editorials were ranked the least important items in farm magazines, Dr. Sandage added.

■ Following are some other results of the study as cited by Dr. Sandage:

• Asked if they depend more on ads than on salesmen in their buying decisions, 67.5% answered yes, 6.6% no; 25% were uncertain.

• A total of 87.2% of the farmers said they were better off with advertising, 1.4% voted negatively, and 10% said they were uncertain.

• Asked if they believed testimonials by farmers as compared with movie stars, 51.3% voted yes and 15.3% answered no.

• Questioned about testimonials on seed corn, stock feed, etc., 62.3% said they believed the testimonials; 8.3% said they didn't.

• Asked about testimonial ads for toothpaste, cigarets, etc., 37.2% said they didn't believe the ads, compared with 19.1% voting yes.

• Asked if advertising influenced the purchase of any farm production supply product, 59.9% answered yes, and 27.4% voted no.

■ Turning to another study on media research, Dr. Sandage said that radio listenership among male farmers was up 23% for the years 1955 through 1957. In the same period, tv viewing was down 10% among men, 4.5% among women and 16.4% among farm children.

The same study disclosed that readership of paid farm publications was higher than free farm publications. One free publication was received by 85% of the respondents, with 50% reading all or most of it, and 31% part of it.

The top paid farm publication, which Dr. Sandage declined to name, was subscribed to by 72% of the respondents with 78% reading all or most of it and an additional 17% part of it. #

Film Co. Adds Seven Men

Bert Weiland, formerly an account executive with Ziv Television Programs, has been named district manager of the northeastern division of Independent Television Corp., tv film distributor-producer, New York. ITC has also added six account executives to its staff. They are Charles G. Pye Jr., formerly with Ziv Tv, and Frank Spiegelman, from Bert Claster Tv Productions, in the northeastern division; John A. Thayer Jr., from NBC-TV Films, John E. Howard from WTVC-TV, Chattanooga, and James L. Dodd, from WIIN, Atlanta, in the southeastern division; and Yale Lasker, from WAIT, Chicago, in the midwestern division.

Adler Joins CBS Radio

Sherman Adler, formerly midwest director of client relations at CBS-TV Spot Sales, has been appointed an account executive at CBS Radio, New York. A successor to Mr. Adler has not been named yet.

Yours for the Asking. ➡
1958 TOP TEN BRANDS
IN **AKRON**

This Consumer Inventory is made by PERSONAL INTERVIEW right in the home. It covers 130 different product categories and shows product trends for the years of 1956, 1957 and 1958.

Ask Story, Brooks & Finley or write us for your FREE copy.

AKRON BEACON JOURNAL

Total Daily Circulation	163,096	12 Months Ending 3-31-58
Total Sunday Circulation	172,247	12 Months Ending 3-31-58

AKRON BEACON JOURNAL AREA OF INFLUENCE

Population	719,435
Families	213,048
Total Buying Power	$1,349,384,000.
Total Retail Sales	$ 958,138,000.
Food Sales	$ 238,114,000.
Gen. Mdse. Sales	$ 132,837,000.
Fr-H-R Sales	$ 44,996,000.
Automotive Sales	$ 205,680,000.
Drug Sales	$ 29,035,000.

Source 1958 Sales Management Survey of Buying Power

NEWSPAPER COVERAGE

DAILY	Circ.	% Cov.
Akron Beacon Journal	159,532	74.9%
Cleveland Plain Dealer	21,596	10.0%
Cleveland Press	7,525	3.5%
Cleveland News	2,081	0.9%
SUNDAY		
Akron Beacon Journal	160,139	75.0%
Cleveland Plain Dealer	21,179	9.0%

Source March 31, 1958 A. B. C. Audit Statements

THERE IS ONLY ONE WAY
TO REACH THE MASSES IN
THE AKRON BEACON JOURNAL
AREA OF INFLUENCE

A One Billion 350 Million Dollar Market

Akron, the biggest ONE Newspaper Market in the nation, is also Ohio's most concentrated area of great industrial names. For only 40c per line, daily or Sunday, you can do a complete job of selling the masses. There is no substitute.

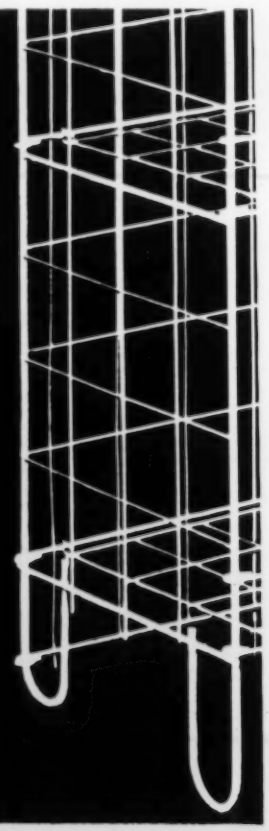
ROP Spot or full color available in all issues.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher
Represented by
STORY, BROOKS & FINLEY

It's what's up front that SELLS!



Effective Displays do the job in today's fast moving merchandising world. Put your product in the "up front" space. Show more—sell more!

For new ideas in displays, write

STAINLESS METAL PRODUCTS, INC.
(Wire Products Division)
P. O. Box 8213
Chattanooga 11, Tenn.

Three great editorial forces in modern America have built these great national circulations

U.S. CIRCULATIONS DERIVED FROM LATEST PUBLISHERS' STATEMENTS*

LIFE 5,802,916
LOOK 5,459,892
POST 5,326,212

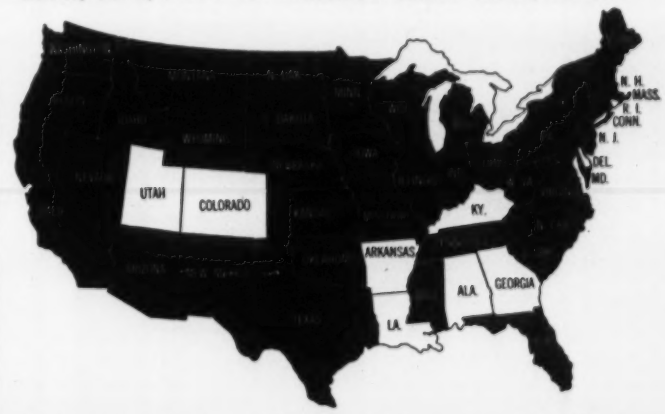
16,589,020

These national circulations penetrate deeply into each state to provide powerful local coverage.

In 39 of 48 states, the combined paid circulations of LIFE, LOOK and POST exceed that of the largest daily newspaper in each state.

STATE	IN-STATE CIRCULATION OF LARGEST DAILY NEWSPAPER IN EACH STATE	LOOK-LIFE-POST CIRCULATION BY STATE
Alabama	**178,845**	149,260
Arizona	108,269	**111,645**
Arkansas	**86,184**	83,375
California	469,406	**1,691,675**
Colorado	**224,362**	192,860
Connecticut	117,799	**326,987**
Delaware	**65,159**	55,114
Florida	254,614	**463,010**
Georgia	**245,351**	209,208
Idaho	32,288	**69,263**
Illinois	725,630	**989,521**
Indiana	205,712	**489,329**
Iowa	212,605	**272,811**
Kansas	101,346	**249,443**
Kentucky	**193,051**	182,392
Louisiana	**175,795**	152,149
Maine	72,823	**111,999**
Maryland	219,929	**291,590**
Massachusetts	280,180	**671,553**
Michigan	456,641	**757,198**
Minnesota	275,965	**345,428**
Mississippi	45,274	**74,089**
Missouri	324,866	**357,468**
Montana	31,215	**93,677**
Nebraska	108,330	**153,868**
Nevada	22,101	**32,159**
New Hampshire	47,212	**78,895**
New Jersey	264,508	**638,462**
New Mexico	42,399	**76,643**
New York	1,546,964	**1,758,030**
North Carolina	128,179	**239,625**
North Dakota	24,360	**65,060**
Ohio	310,145	**1,028,059**
Oklahoma	143,126	**196,747**
Oregon	208,781	**208,871**
Pennsylvania	582,501	**1,122,631**
Rhode Island	**137,155**	101,376
South Carolina	81,922	**95,461**
South Dakota	44,670	**71,439**
Tennessee	129,332	**194,832**
Texas	203,651	**715,642**
Utah	**83,393**	82,376
Vermont	30,655	**49,063**
Virginia	132,441	**298,499**
Washington	211,965	**340,419**
West Virginia	69,273	**130,687**
Wisconsin	350,815	**375,478**
Wyoming	14,056	**42,480**
48-STATE TOTAL	10,021,243	**16,487,846**
48-STATE TOTAL PLUS DISTRICT OF COLUMBIA	10,173,681	**16,589,020**

LOOK, LIFE, POST vs. LARGEST DAILY NEWSPAPERS



■ **States in which LOOK, Life and Post deliver more paid circulation than the largest daily newspaper in each state.** 39 states, accounting for 88.6% of U. S. population.

□ **States in which the largest daily newspaper delivers more paid circulation than LOOK, Life and Post.** 9 states and District of Columbia, accounting for 11.4% of U. S. population.

*National and state circulation figures for LOOK, Life and Post are based by LOOK on U. S.-to-total and state-to-total percentage figures (in publishers' latest single-issue analyses) as applied to *average* total circulations for second half, 1958, issues. In-state newspaper circulations are based on state-to-total percentage figures as adjusted in annual newspaper audits and applied to *average* total circulations for third quarter, 1958, or latest available period. *Hawaii and Alaska are not included in circulation figures.*

LOOK the exciting story of people

Hogue Named VP of KXTV

Richard P. Hogue, formerly general manager of WPIX-TV, Milwaukee, has been appointed vp and general manager of KXTV (formerly KBET-TV), Sacramento, Cal. KXTV is the newest member of the Corinthian group of stations.

Kwiatkowski to Auerbach

Peter Kwiatkowski, formerly with Smith, Hagel & Knudsen, has joined Alfred Auerbach Associates, New York, as head of production.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG
SAN FRANCISCO CENTRAL TOWER

MUSICAL TRADEMARK
Why buy a jingle when you can buy a MUSICAL TRADEMARK
MUSICAL TRADEMARKS, INC., 135 W. 52 ST., N.Y. 19, N.Y., JU 2-3820
© 1958

Department Store Sales . . .

Sales Rise 8% in Week Ended May 2

WASHINGTON, May 7—Department store sales across the country in the week ended May 2 were 8% ahead of sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks ended that date were 9% ahead of the previous year and year-to-date sales were 8% ahead.

■ Of the 12 FRB districts, only one showed a loss: Philadelphia, 1%. Figures for the New York district were not available. For the remaining 10 districts all sales were ahead of the previous year: Boston, 6%; Cleveland, 6%; Richmond, 1%; Atlanta, 1%; Chicago, 10%; St. Louis, 12%; Minneapolis, 4%; Kansas City, 13%; Dallas, 14%, and San Francisco, 6%.

Detailed breakdown for the week will be available next week. For the previous two weeks, sales were as follows:

Federal Reserve District, Area, and City	% Change from '58: Week Ending April 18	April 25
UNITED STATES	+ 6	+ 4
Boston District	— 3	+ 6
Metropolitan Areas		
Boston	+ 2	+ 9
Downtown Boston	— 2	+ 2
Suburban Boston	+10	+22
Cambridge	+ 8	+ 3
Quincy	+14	+29
Lowell	—14	— 3
City		
Springfield	—13	— 4
New York District	+ 8	*
Metropolitan Areas		
Buffalo	r+10	— 1
New York—N.E.		
New Jersey	+ 9	*
Newark	r+26	*
New York	+ 4	*
Rochester	r— 3	+ 7
Syracuse	+ 8	+ 4
Philadelphia District	— 2	— 1
Metropolitan Areas		
Wilmington	r+ 7	+13
Trenton	— 8	+ 4
Lancaster	r+16	+56
Philadelphia	— 4	— 6
Reading	+ 1	+ 9
Scranton	— 1	+ 1
Wilkes-Barre—Hazleton	+23	+ 3
Cleveland District	r+12	+ 1
Metropolitan Areas		
Lexington	+37	—15
Canton	— 1	+ 7
Cincinnati	+ 8	— 6
Cleveland	+ 8	+ 3
Downtown Cleveland	+ 7	— 1
Columbus	+ 8	+10
Springfield	— 7	+14
Youngstown	+14	+10
Erie	+13	+ 7
Pittsburgh	+27	— 1
Downtown Pittsburgh	+24	— 2
Wheeling-Steubenville	+ 5	0
Richmond District	— 6	+ 1
Metropolitan Areas		
Washington	r—11	+ 6
Downtown Washington	r—13	— 1
Baltimore	r— 6	— 4
Downtown Baltimore	—17	—10
Richmond	0	— 3
Atlanta District	+ 7	+ 2
Metropolitan Areas		
Birmingham	+11	+ 3
Mobile	+ 1	—11
Jacksonville	+10	+ 3
Miami	+ 4	*
Downtown Miami	— 1	*
Atlanta	+ 9	*
Augusta	r+12	*
Columbus	—11	*
New Orleans	+ 8	*
Knoxville	r+ 6	*
Chicago District	+ 8	+ 6
Metropolitan Areas		
Chicago	+ 3	+ 3
Indianapolis	+ 6	+14
Detroit	+22	+14
Grand Rapids	+16	+10
Milwaukee	— 4	+ 6
St. Louis District	+ 6	+ 2
Metropolitan Areas		
Little Rock	+23	— 6
Louisville	+17	— 2
St. Louis	+ 1	0
Memphis	+13	+11
Minneapolis District	+ 8	+ 3
Metropolitan Areas		
Mpls.-St. Paul	+ 8	+ 3
Mpls. and Suburbs	+ 2	+ 3
St. Paul	+20	+ 6
Cities		
Duluth-Superior	r 0	+ 7
Kansas City District	+ 5	+ 8
Metropolitan Areas		
Denver	+10	+ 8
Topeka	— 9	+13
Wichita	— 8	— 8
Kansas City	+ 7	+11
Downtown Kansas City	— 3	— 4
St. Joseph	— 5	+ 2
Lincoln	— 1	+19
Albuquerque	+ 6	+19
Oklahoma City	+17	+ 5
Tulsa	+ 6	+18
City		
Joplin	— 4	+ 5
Dallas District	+ 7	+ 9
Metropolitan Areas		
Dallas	+11	+20
El Paso	— 4	0
Fort Worth	+ 5	+12
Houston	+15	+20
San Antonio	+ 5	— 3
San Francisco District	+ 4	+ 4
Metropolitan Areas		
Los Angeles-Long Beach	+ 3	— 1
Downtown Los Angeles	— 4	— 7
Westside Los Angeles	—14	— 6
Sacramento	+15	+19
San Diego	+ 5	+ 6
San Francisco-Oakland	+ 2	+ 4
San Francisco City	+ 2	+ 2
Oakland	— 8	+ 2
San Jose	+15	+17
Portland	+ 5	+ 6
Salt Lake City	+ 5	+18
Seattle	— 1	+ 3
Spokane	+ 6	+ 7
Tacoma	+21	+11

r—Revised. *Data not available. †During April changes from a year ago reflect in part the fact that last year Easter was on April 6 while this year it was on March 29. For this reason it is estimated that in comparison with last year an allowance should be made for a decrease in sales of about 2 per cent for the month of April as a whole. This allowance applies to the figures for the United States.

San Jose Newspaper Guild Strikes Against 2 Dailies

The Newspaper Guild of San Jose, Cal., has struck the *San Jose Mercury* and *News* after a vote of 123 to 20 by secret ballot. The newspapers have been shut down since Feb. 14 by a strike of pressmen and stereotypers' unions (AA, March 2).

FOR INCOME BUY 2 in LOUISIANA

Louisiana's *second* market in size is *first* in buying power. The $6,455 EBI per household in Baton Rouge is several lengths ahead of New Orleans and Shreveport. To sell Louisiana, buy advertising in at least two markets—the *right* two. Buy 2 in Baton Rouge.

BUYING INCOME*
(Metropolitan Area)

$6455* RICH BATON ROUGE

*Source: SM Survey 1959. Effective buying income per household

NBC ABC
WBRZ 2
Channel
BATON ROUGE, LOUISIANA

. . . of the top ten markets in the United States, 9 are cities . . .

But ONE is a state...

IOWA

	MARKET POPULATION*
1. New York	14,521,000
2. Los Angeles	6,476,700
3. Chicago	6,430,700
4. Philadelphia	4,390,700
5. Detroit	3,909,800
6. Boston	3,041,500
7. IOWA	2,747,300
8. San Francisco	2,742,700
9. Pittsburgh	2,410,000
10. St. Louis	2,065,200

*SALES MANAGEMENT'S SURVEY OF BUYING POWER

It's the unique circulation of the Des Moines Register and Tribune that puts IOWA into the top ten. These papers are read by 70% of the whole state of Iowa (population 2,747,300). Call Scolaro, Meeker & Scott or Doyle & Hawley for more information!

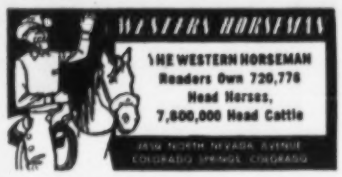
DES MOINES REGISTER AND TRIBUNE

350,000 COMBINED DAILY · 500,000 SUNDAY

Gardner Cowles, President

Renault Signs for Two Shows

Renault Inc., New York, has signed for half-hour, alternate sponsorship of CBS-TV's "Playhouse 90" as well as full sponsorship of a one-hour special starring Ernie Kovacs on NBC-TV May 22 at 8 p.m., EDT, originating from Hollywood. This season Renault was an alternate sponsor of CBS-TV's "Small World." The Renault agency is Needham, Louis & Brorby.



Prove Magazine 'Spectaculars' Are Worth Cost, Ewen Challenges MPA

(Continued from Page 1)

ing? What is their fair share—keeping in mind that tv viewers don't pay anything?

He went on to report that managements are cost-conscious these days.

"Rates are questioned often—not only in magazines, but in other media as well," he said. "Discount structures ought to be looked at regularly, too. In many cases the advertiser finds that they are of little benefit to him because the interests of magazines in scheduling don't coincide with his interests in the timing of advertising," he said.

■ Walter Weir, exec vp of Donahue & Coe, noted that magazines are suffering from three viewpoints held by advertisers:

• That they don't get tv's immediate response.

• That they lack the glamor of a network tv show.

• That they aren't as "merchandisable" to the sales force or trade as network tv.

Mr. Weir had some harsh words for the "numbers craze," noting that the figures get higher and higher through the use of increasingly inflated techniques. He advanced what he called the "law of the most likely prospect"—"The more specialized a magazine is editorially, the more likely prospects you will probably find in its audience.

"In building a market, I believe prime prospects are the best investment an advertiser can make," he commented.

He went on to say, "These qualitative characteristics, I believe, an advertiser should be interested in every bit as much as he seems currently to be interested in quantitative statistics. What does it matter how much of an audience I have if it's not the audience I need?"

■ He also reported on findings of the D&C research department on magazine advertising: 97% of respondents found that magazine advertising serves a useful purpose. They like the fact that it (1) acquaints them with new products; (2) the ads are attractive; (3) they provide useful information and (4) they make for easier shopping.

Magazine advertising was considered more helpful than advertising on television, but less helpful than newspaper advertising; 16% of respondents felt tv advertising is most helpful; 41% gave this rating to magazine advertising; 58% to newspaper advertising. Newspapers got credit for being "more current," giving prices and feature sales, and telling where products could be bought. Mr. Weir attributed some of the reactions to newspaper retail ads.

He noted a more favorable attitude toward magazine advertising among those 35 and older—"an attitude magazine publishers and editors might well ponder."

■ C. Wilson Randle, partner in Booz, Allen & Hamilton, management consultant, discussed meeting publishing problems through better management. He laid emphasis on five points: Profit improvement (largely through cutting costs and being aware of non-production personnel); new products; research and development; long-range planning; and appraisal and development of good executives.

■ Edmund P. Hennelly, legislative consultant for Socony Mobil Oil Co. and chairman of the National Assn. of Manufacturers' marketing legislation subcommittee, urged a more vigilant attitude toward Washington and dwelt on the implications of the Internal Revenue Service attitude toward institutional advertising.

He also called the publishers' attention to the "equality of opportunity" bill, which would prohibit a manufacturer from cutting his price to meet that of a competitor unless he lowered it to all retail distributors. He said flatly that national advertising would suffer if the bill were to pass.

He summed up: "Every bill in Congress which affects the freedom from unreasonable restraint of responsible business affects your freedom—even if the bill has no remote connection with freedom of the press. Economic freedom and political freedom are inseparable."

■ A panel moderated by Edward A. Weeks, editor of *Atlantic Monthly*, and composed of McGeorge Bundy, dean of Harvard College; James R. Killian Jr., special assistant to the President for science and technology, and Alan T. Waterman, director of the National Science Foundation, discussed editorial attention to educational and scientific problems.

The panel was in general agreement on the coming drastic need for teachers, the rising pressure on graduate schools, the need for more scientists in basic research and for greater scientific literacy among the public. Mr. Bundy was quite biting in his appraisal of magazine educational and scientific reporting:

"At all levels it is pretty bad," he said. "Against the need, it is totally inadequate."

He said magazine coverage is better than newspaper reporting, noting that newspaper reporting tends to be particularly good in two areas—politics and sports.

He advised the publishers: "In science and education you do not have professionals. You need to spend the time and money on a small corps of equipped reporters. The inability to conceive of the problems is no longer excusable."

Avisun Names Arndt, Preston

Avisun Corp., Philadelphia, recently formed affiliate of American Viscose Corp. and Sun Oil Co., has appointed Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, for advertising and public relations, as indicated in Advertising Age April 27.

Food Book Names Rosenfeld

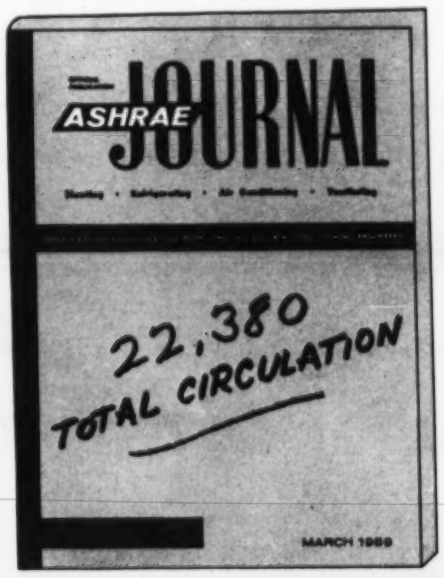
A. H. Rosenfeld has been promoted to publisher of *Frozen Food Age*, published by Ahrens Publishing Co., New York. He formerly was editor and general manager.

Sincerely Yours

Here Type Can [B] Serve You

J. M. BUNDSCHO, Inc., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1



THERE IS JUST NO COMPARISON!

THE OFFICIAL MONTHLY of HEATING, REFRIGERATION, AIR-CONDITIONING, VENTILATION

The ASHRAE JOURNAL is a professional publication written with authority and read with conviction. It belongs to the Society members, is published for them and editorially contains what they want to read—the exclusive technical papers of the Society describing scientific research and the study of principles and methods; also pertinent general information about the industry.

The ASHRAE JOURNAL is the Society monthly forum for discussing important issues. As the official publication of the Society the ASHRAE JOURNAL provides an audience which is a select, premium circulation. Every member is a subscriber, every member considers it his publication.

The ASHRAE JOURNAL has a unique readership by those engineers vitally concerned with designing, specifying or purchasing equipment components, parts and material used in heating, refrigeration, air conditioning and ventilation.

This is real READERSHIP—not just a quick "thumb-through" and a mental reservation to read it later.

CIRCULATION DATA

ASHAE Members	12,084
Plus the ABC Circulation of "Refrigerating Engineering Including Air-Conditioning"	10,296
TOTAL CIRCULATION:	22,380

The Closing Date for THE GUIDE, 1960 (38th annual edition) is October 15th, 1959. For details write: W. M. Vidulich at ASHRAE Headquarters, 62 Worth Street, New York 13, N. Y.

For complete details on circulation, rates and mechanical requirements contact:

NEW YORK — W. M. Vidulich, Advertising Mgr. J. Craig Johnson, BArclay 7-6262

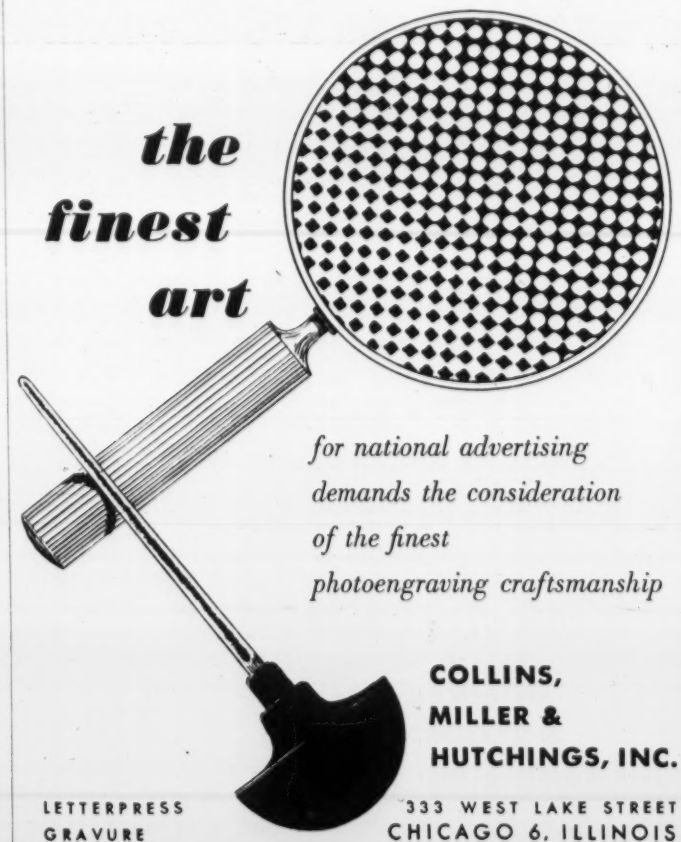
CHICAGO — William J. Gatenby, Room 432, 35 E. Wacker Drive, Chicago, Illinois, Financial 6-7255

LOS ANGELES — Richard T. Biedler, 429 S. Western St., Los Angeles, Calif.

Published by the

AMERICAN SOCIETY OF HEATING REFRIGERATING AND AIR-CONDITIONING ENGINEERS

62 WORTH STREET, NEW YORK 13, NEW YORK

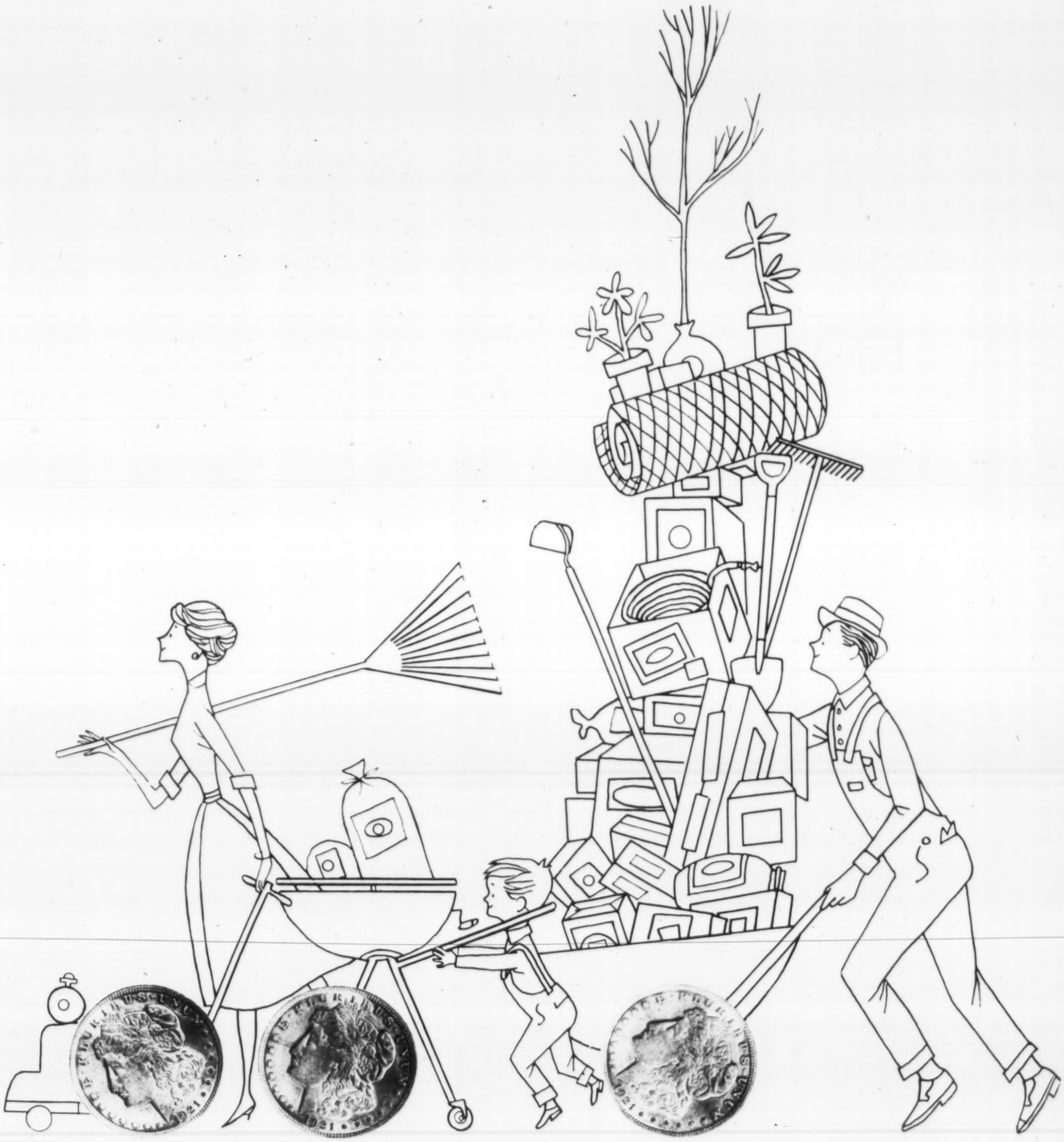


for national advertising demands the consideration of the finest photoengraving craftsmanship

COLLINS, MILLER & HUTCHINGS, INC.

LETTERPRESS
GRAVURE

333 WEST LAKE STREET
CHICAGO 6, ILLINOIS



TRIB READERS BUY MORE

BECAUSE THEY'VE GOT MORE... In fact, the latest Herald Tribune Home Study* shows that more than two-thirds of TRIB families are in the $7,000-plus bracket and almost twenty percent top $15,000! Four out of five own their own homes and they're mainly high-ticket houses on sizeable lots. Get all the details on the Herald Tribune *quality* families. They have the means to buy *quantity!*

NEW YORK **Herald Tribune**

Today's **VITAL** *Newspaper!*

230 West 41st Street, New York 36, N. Y.

● A European Edition of the Herald Tribune is published daily in Paris

*NASSAU/SUFFOLK/WESTCHESTER/FAIRFIELD COUNTIES

Bolling Opens Denver Office

Bolling Co., radio-tv station representative, has opened a Denver office at 260 Denver Club Bldg. to cover Colorado and the mountain states. Mary A. Briley, who formerly had her own station representative company, has been named to head the new office.

Levy Joins North

Len V. Levy has been named to head radio-tv production for the Chicago office of North Advertising. He was executive producer and manager of the Chicago office of Robert Lawrence Productions, film producer.

Ficken Joins Bozell, Jacobs

Richard C. Ficken has been named production manager of Bozell & Jacobs, Minneapolis. He formerly was with Foulke Agency and Mike Fadell Agency, both of Minneapolis.

William Ballard to Bates

William L. Ballard has joined Ted Bates & Co., New York, as an account executive. He was formerly with Mutual Broadcasting System and, before that, with John W. Shaw Advertising, Chicago.

Higgins Joins Griswold

Jack Higgins has joined the Griswold-Eshleman Co., Cleveland, as senior advertising account executive. He had been director of the industrial marketing division of McCann-Erickson, Cleveland.

Hess Joins 'American Girl'

James Hess, formerly with *Family Home Guide*, has joined the ad staff of *American Girl* and *Girl Scout Leader*.

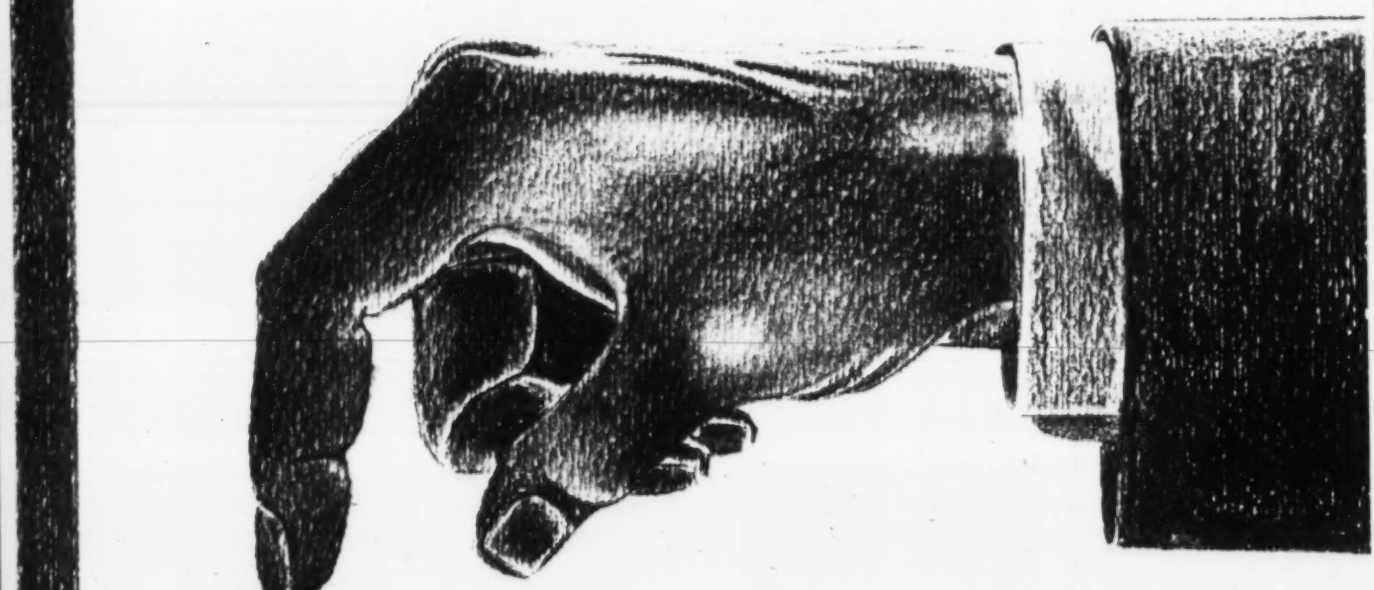
OBM Boosts Redmond

... Louis Redmond, copy supervisor at Ogilvy, Benson & Mather, New York, has been elected a vp.

The Houston Post gives you more

SELLING POWER

in America's fastest growing major market



More people read The Houston Post Daily Than Any Other Houston Newspaper

SELLING POWER: You get it in The Post. Your ad in The Houston Post reaches *7537 more readers daily* than in the Chronicle — at the same line rate! The Post: 200,551; the Chronicle: 193,014. (For basis of comparison of circulation figures, see ABC Audit Reports for year ending 9-30-58.)

SELLING POWER: The Post, Houston's *only* morning newspaper, gives you greater exposure. Surveys show that people read The Houston Post longer than any other Houston newspaper. Also, it is read more by both men and women than any other Houston newspaper. Greater exposure means more SELLING POWER.

SELLING POWER: Today, more general and retail advertisers pick The Post than ever before. For the last five years The Post has led consistently in total advertising linage gains. Since 1954 The Post's total advertising linage has increased three times faster than the Chronicle's (Post five-year gain: 16.7% vs. Chronicle's 4.38%). In Houston, the South's largest market, use the dynamic SELLING POWER of The Houston Post. It pays.

THE HOUSTON POST

W. P. HOBBY
CHAIRMAN OF THE BOARD

OVETA CULP HOBBY
PRESIDENT

MEMBER ABC

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

Compton Expands in Chicago to Handle Industrial Business

CHICAGO, May 6—Raymond F. Gomber has been named to head Compton Advertising's new midwest business and industrial division, to be headquartered in Chicago.

The agency also added J. Stuart Doyle as account executive on the Otoe Food Products Co. account. He formerly was an account executive on Kimberly-Clark at

J. Stuart Doyle

R. F. Gomber

Foote, Cone & Belding, Chicago.

Mr. Gomber, a Compton vp, will also continue as head of the agency's Milwaukee office until it closes June 30. At that time Allis-Chalmers Industries group, the only account handled by Compton's Milwaukee office, will move to Klau-Van Pietersom-Dunlap (AA, March 30).

■ E. Dean Landis, vp and general manager of midwest operations for Compton, said that "although Compton is known principally as a 'consumer goods' agency, there are currently 24 industrial advertisers on Compton's client list.

"We believe that this type of advertising represents a large share of our potential here in Chicago, and we are staffed to make a major contribution in this field," he said.

When Compton resigned the Allis-Chalmers account, an agency executive noted that because of the wide range of products made by A-C, Compton had been blocked from seeking many other industrial accounts in the Milwaukee area.

Prior to joining Compton in 1957, Mr. Gomber was industrial advertising manager of Westinghouse Electric Corp. Previously he had been with G. M. Basford Co., New York. #

Dotted Line Names Kenney

David T. Kenney, of the *Oil & Gas Journal*, has been elected president of the Chicago Dotted Line Club, succeeding Hilmer Stark, of Billboard Publishing Co. Other new officers for the 1959-60 term are William A. Graham, *American Metal Market*, 1st vp; George Konz, MacLean-Hunter Publishing Corp., 2nd vp; and John Zisch, McGraw-Hill, secretary-treasurer.

Sullivan Heads WNEW

John V. B. Sullivan, previously vp in charge of sales at WNEW, New York, has been appointed general manager of the radio station, replacing Richard D. Buckley, who resigned his posts with Metropolitan Broadcasting Corp. and sold his stock interest in the corporation to a syndicate of investors.

Kelly Joins 'SEP' in Chicago

Kent (Rip) Kelly has joined the Chicago advertising sales staff of *The Saturday Evening Post*. He formerly was an instructor in marketing at Northwestern University, Evanston, Ill., and previously worked in the Chicago sales office of Time Inc.

Creative PR Inc. Moves

Creative Pr Inc., public relations subsidiary of Anderson & Cairns, New York, has moved to 130 E. 59th St., New York 22, N. Y.

TV GUIDE ANNOUNCES

Largest Circulation Guarantee in Weekly Magazine History

7,250,000 effective October 31, 1959

Public demand for TV GUIDE has made it America's most spectacular growth magazine. Its step-by-step progress is a revealing story.

Rate Card	*Effective date*	*Guarantee to advertisers*	*Black & white page rate*	*Cost per M*	*4-color page rate*	*Cost per M*
#8	Oct. 31, 1959	7,250,000	$14,500	$2.00	$21,000	$2.90
#7	Oct. 4, 1958	6,500,000	$13,000	$2.00	$19,500	$3.00
#6	Oct. 5, 1957	5,300,000	$10,600	$2.00	$15,900	$3.00
#5	Oct. 6, 1956	4,000,000	$8,000	$2.00	$12,000	$3.00
#4	Oct. 1, 1955	3,000,000	$6,000	$2.00	$9,000	$3.00
#3	Feb. 5, 1955	2,000,000	$4,200	$2.10	$6,300	$3.15
#2	Jan. 1, 1954	1,500,000	$4,200	$2.80	$6,300	$4.20
#1	Apr. 3, 1953* *First National Issue	1,000,000	$3,000	$3.00	$4,500	$4.50

A weekly magazine...a daily habit TV GUIDE

Hong Kong Account to BC&G

The executive director of the Hong Kong Tourist Assn., Harry F. Stanley, has appointed Botsford, Constantine & Gardner, San Francisco, as U. S. advertising agency for the association. Planning has begun on select national magazine advertising which will start this fall.

WTRF-TV STORY BOARD

The television critic, a naval reserve officer, was called to the colors and given command of his own ship, which he ruled with an iron hand. At night, when all was black and quiet, he used to stand on the bridge and think about all the wonderful shows he was missing. On one such evening the quartermaster came bursting onto the bridge.

"Sir," he said, breathlessly, "the crew is acting badly."

The captain stared at him and thought about all the magnificent productions about the sea wherein this identical situation had arisen.

"You, my good man," he said finally, "are no Barrymore either!"

● Regardless of whatever critical opinion might exist, WTRF-TV programming appeals to the 425,196 TV homes in the 39-county powerful, profitable industrial heart of the nation, where 2 million people have a spendable income of $2½ billion annually. The George P. Hollingbery people will tell you how to reach them.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

ROBERT H. SCHMELZER, *formerly with Batten, Barton, Durstine & Osborn, has joined Benton & Bowles, New York, as a vp and management supervisor.*

Filmways' New Center Is Nearing Completion

Filmways, New York, expects to have its new film and tv tape center ready for work on any assignment from taping a commercial to filming a feature movie within a few months, according to Martin Ransohoff, president of the company.

The $400,000 center is now under construction at 127th St. and 2nd Ave. It reportedly will provide the largest production facilities on the East Coast. The building will house two separate studios, each of which will be equipped with tape and film facilities.

Filmways, which has an East-West facilities-sharing arrangement with Warner Bros., already has production studios at 95th St. and 54th St.

Want Ad Offers Atom Smasher

The University of Chicago said it has heard from three interested parties as a result of a classified ad it ran in the four Chicago dailies and the *New York Times* offering its 100,000,000-volt betatron (atom smasher) for sale. Inquiries have been made on behalf of Venezuela, Pakistan and Texas A&M. Price for the betatron has not been set, but it cost $450,000 when built. Future classified ads may be set for scientific and college purchasing magazines, the university said.

AB-PT Profits Up 25%

American Broadcasting-Paramount Theaters, New York, reported an increase of 25% in net operating profits for the first quarter of 1959 compared with the comparable period of 1958. The company's profits for the 1959 quarter were $2,313,000 or 54¢ a share, compared with $1,854,000 or 43¢ a share for the 1958 period. The television and radio operations of the ABC broadcasting division showed a gain over the 1958 quarter.

HI FI—*This ad running in Chicago suburban papers not only offers a hi-fi am-fm radio installed in car by dealer, but is accompanied by a full column of copy describing tactics of unethical car dealers. Norman Oldsmobile also offers, in ad, a printed price sheet on all cars it sells, including prices for accessories, and a free "emergency parking" sign. Mark Kerman Advertising is the agency.*

Let the Car Buyer Be Aware!
Happy talk, beautiful music
FM Music, exclusively in the Norman '59 Olds... and no commercials!
NORMAN OLDSMOBILE
FREE Emergency Parking Sign Makes Friends
EMERGENCY PARKING
NORMAN OLDSMOBILE

Y&R Boosts Goodman, Moves in L.A., Names 3 Others

Trevor G. Goodman, vp and managing director of the Toronto office of Young & Rubicam, has been appointed managing director of Young & Rubicam Ltd. of Canada, a post vacant since 1957. C. William Van Houten, formerly head of contact, has been named vp and manager of the Toronto office. Y&R has promoted three in its New York office. Milford Baker, a vp and contact supervisor, has been named manager of the contact department. Arthur W. Menadier and Edward N. Ney, account executives, have been named vps.

Y&R will move its Hollywood office to larger quarters in the First Federal Bldg. Aug. 1. The Los Angeles office will remain the same.

Brown Joins Borden

William P. Brown, formerly with the international division of the Vick Chemical Co., has joined the Borden Special Products Co., New York, as advertising and sales promotion manager of its feed supplements department.

Agencies Abroad Are Cataloged in New U.S. Directory

WASHINGTON, May 5—Advertising agencies from Aden to Zanzibar are listed in a new U. S. Department of Commerce publication, "A Directory of Foreign Advertising Agencies & Marketing Research Organizations."

The 136-page directory lists agencies and market research companies in every country outside of the U. S. Prepared by the department's bureau of foreign commerce, the listings are based on reports by the U. S. foreign service.

For each country there is a brief description of the advertising industry. Individual listings report the addresses of the local agencies, number of employes and facilities offered.

■ The directory is the most comprehensive compilation of its kind ever published. It does not list every agency in the world—there are only 60 listings for Britain and 20 for France—but it does seem to cover all of the major shops in every country.

It appears that there are still some places in the world not blessed by advertising agencies. For example:

British Honduras: "No advertising agencies or market research organizations."

Kuwait: "No advertising agencies and no commercial broadcasting."

Laos: "Virtually no advertising is done in Laos. There are not even regularly published newspapers which carry advertising."

Liberia: "None, and no marketing research facilities."

Copies of the directory are available from all Department of Commerce field offices for 45¢ apiece. #

Dynamics Names Lowden

John L. Lowden, formerly an account executive with Erwin Wasey, Ruthrauff & Ryan, New York, has joined General Dynamics Corp., New York, as advertising manager, a new position. Before joining EWRR, Mr. Lowden was in the San Francisco office of Campbell-Ewald Co.

Aled Ltd. to Charney

Aled Ltd., Israeli maker of fashion knitwear designed for the American woman, has appointed Charles J. Charney & Co., New York, to handle its advertising and publicity.

PERSONALS

Get sparkling sales results in the

DAVENPORT METROPOLITAN AREA!

Use Davenport Newspapers to put your sales words in the mouths of 272,600 Quad-City people. Only Davenport Newspapers reach 100% of the consumers in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill.

NEWSPAPERS

Represented by Jann & Kelley Inc.

Circulating Davenport and Bettendorf, Iowa
Rock Island, Moline, East Moline, Illinois

RIVERSIDE, CALIFORNIA RANKS IN THE TOP 100*

among the 3070 counties in the nation!

97th* in Retail
92nd* in Drug
83rd* in Lumber, Building, Hardware

51st* in Gas Station
102nd in Food
116th in Auto

103rd in Population
111th in E.B.I. Total

LARGER THAN THE COUNTIES WHEREIN THESE CITIES ARE LOCATED...

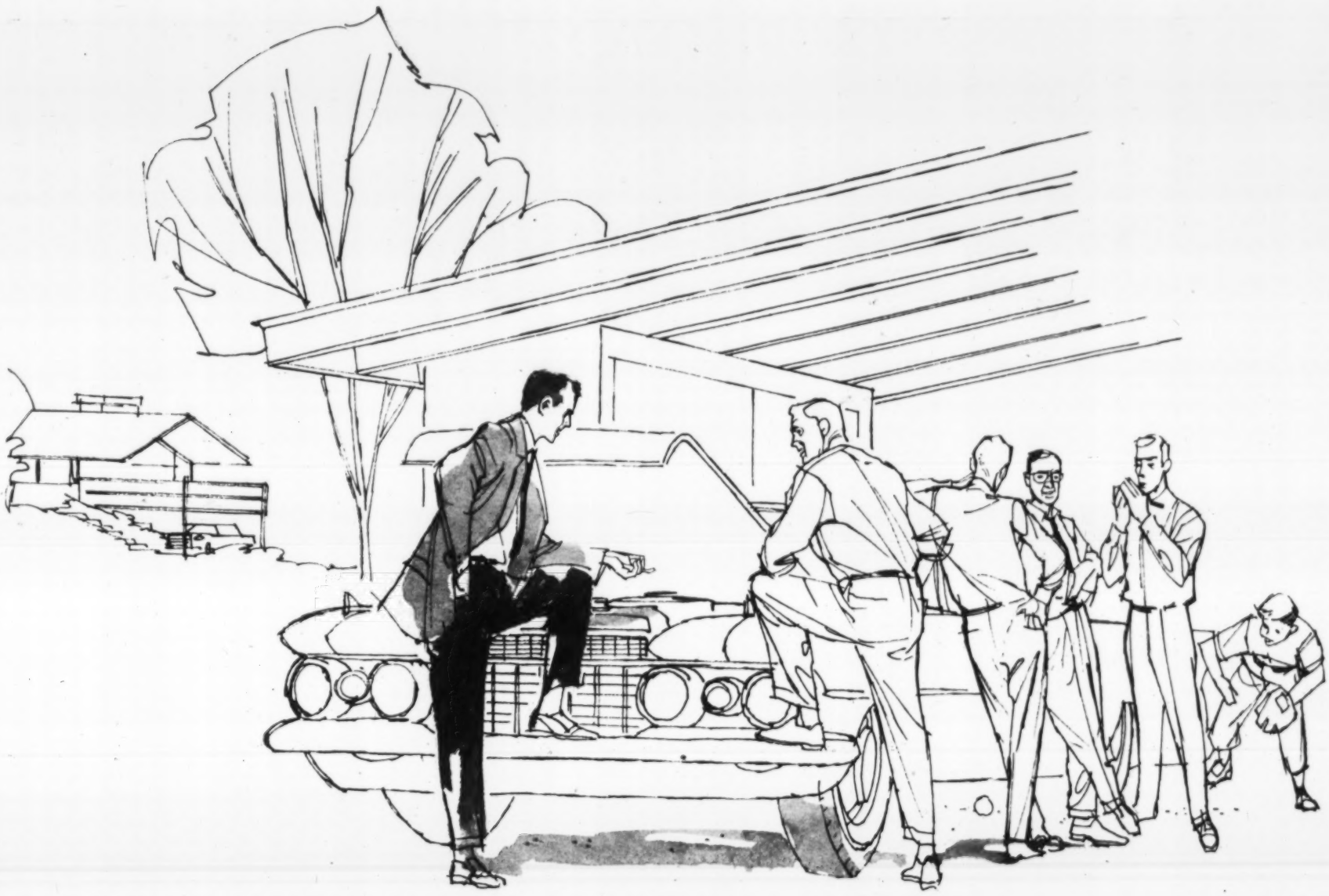
Retail: Spokane, West Palm Beach, Wilkes Barre, El Paso
Auto: Harrisburg, Erie, Tacoma, Kansas City
Drug: Tacoma, Spokane, Peoria, Albany
Food: Tacoma, Mobile, Brockton, Tucson
Gas Station: Providence, Toledo, Salt Lake City, St. Paul
Lumber, Building, Hardware: Tampa, Stockton, San Francisco, Albuquerque

RIVERSIDE PRESS and ENTERPRISE

RIVERSIDE, CALIFORNIA Represented by Doyle & Hawley

An independent market 60 miles from Los Angeles. Less than ½ of 1% of the total circulation of the Los Angeles Metropolitan newspapers enter this profitable market.

The counties of Riverside and San Bernardino comprise the Nation's 27th largest Metropolitan Area, the Pacific Coast's 6th, and California's 4th.



THERE'S ALWAYS ONE IN EVERY GROUP

Ever hear the neighbors discuss a new car in the driveway?

Some men talk about color. Some about size. Others like its styling. But there's one in every group whose interests go deeper. He's the kind of man who reads POPULAR MECHANICS.

Sure, he appreciates styling. But he knows cars from the ground up. He knows them for the mechanical marvels they are. He knows performance—and what makes it. When he talks automobiles, the neighbors listen.

That's the POPULAR MECHANICS MAN. He is intensely interested in the mechanics of modern living.

He may be buying tools for his home workshop. Or a trailer for his cruiser. Or paint for his house. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about. Like many men, he talks most about what he knows best. He's a *big* man to have on your side.

You can sell him and over five million men like him with your product story in POPULAR MECHANICS. It is *his* kind of magazine. It sparks his thinking on what to do, what to buy—and why.

You'll find more automotive advertising in POPULAR MECHANICS than in any other general monthly magazine. May we again modestly remind you that PM leads its field in circulation, readership and advertising.

POPULAR MECHANICS
MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

A HEARST MAGAZINE

Puts MEN in Motion

PHOTO REVIEW OF THE WEEK

MOST—*Gloria Neil was named "Most Promising Western Model of 1959" by the Western States Advertising Agencies Assn. at its ninth annual conference. With Gloria are (left) Pierre Martineau, marketing and research director, Chicago Tribune, and keynote speaker, and Rodericka Mays, president of the association.*

COMPETISH—*Competition within the Chrysler Corp. is pretty sharp, as these outdoor signs show. De Soto first stuck up its poster opposite its plant in Detroit. Chrysler quickly countered with its own sign, pointing to its adjacent plant.*

Billings Oakson Baker Alexander Mason O'Neal Proud Ryan Ross

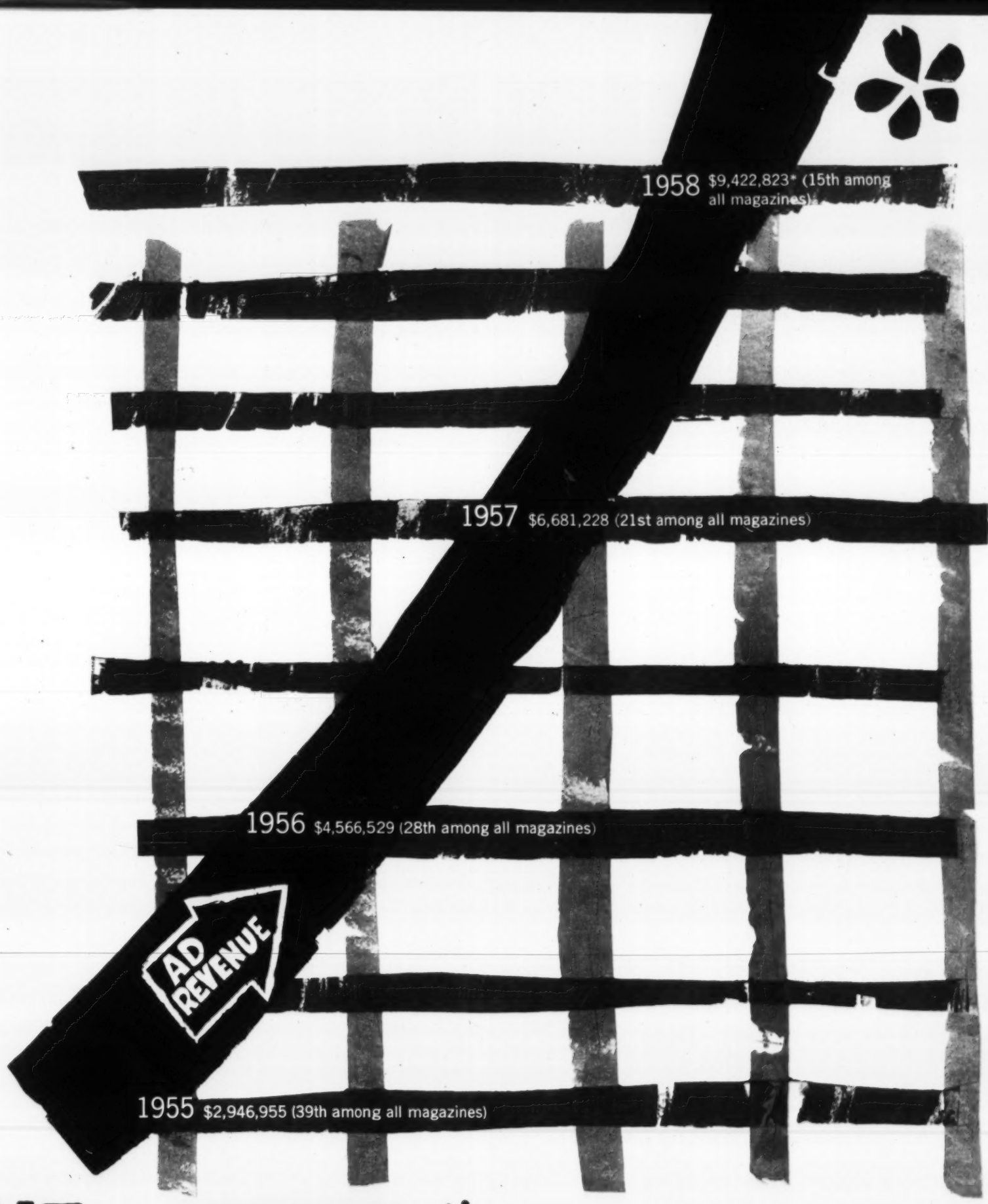
WINNERS—*At the combined Advertising Federation of America-Advertising Assn. of the West-Four A's meeting in Denver, Julian Billings, Bozell & Jacobs, Kansas City, last year's AFA district adman of the year, congratulates John Oakson, Hallmark cards, winner this year, as awards chairman Joe Baker, Baker-Stephan Corp., Omaha, looks on. Adwoman of the year honors went to Jane Alexander, Iowa Farm Bureau, who chats with two fellow Iowans, Celia Mason, Des Moines Register and Tribune, president, Des Moines women's adclub, and Hazel O'Neal, Younker's, last year's district adwoman of the year. At right, James Proud, AFA president, and Richard Ryan, AAW senior vp, lend an ear to Al Ross, president of the Advertising Club of Denver, which took three of the four club awards.*

Dodderidge Clark Kinney Hunter Parenteau Hattwick Johnson James Galley

DENVER DELEGATES—*Dick Dodderidge, Bruce B. Brewer & Co., Kansas City, and Don Clark, Security Mutual Life, Omaha, are spellbound by sideburnt Grover Kinney, Advertisers Distributing Service, Denver, convention chairman, at the AFA-AAW-Four A's conclave. Lew Hunter, KLZ, Denver, and J. F. Parenteau, Seidlitz Paint & Varnish, Kansas City, chat with Mel Hattwick, Continental Oil Co., Houston. The camera catches Ken Johnson, Kansas State Bank of Wichita; Numa James, Denver Rocky Mountain News, and Richmond Galley, Caples Co., Omaha. Mr. James gave conventioneers a presentation of antique advertising reaching back 100 years.*

Kron Lodge Schwingle Gamble Henault Piper Gilbert Goday Riso Pickering O'Connor Kendall

AT INTERNATIONAL ADVERTISING MEETING—*Among those at the recent International Advertising Assn.'s meeting in New York were Arthur A. Kron, president, Gotham-Vladimir Advertising; Henry Cabot Lodge, U.S. ambassador to the United Nations; William Schwingle, president, National Foreign Trade Council; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Henry Henault, president, Synergie Publicite et Propaganda, Paris; George S. Piper, chairman, economic affairs committee, National Assn. of Manufacturers; James L. Gilbert, exec vp, IAA; Augusto Goday, president, Goday & Goday, Havana, Cuba; Ovid Riso, vp-advertising, Philco International Corp.; Clinton V. Pickering Jr., manager, advertising department, Union Carbide International Co.; James P. O'Connor, director, Practitioners in Advertising, London; George E. Kendall, advertising manager, International General Electric Co. The organization adopted far-reaching new bylaws at the meeting.*


1958 $9,422,823* (15th among all magazines)
1957 $6,681,228 (21st among all magazines)
1956 $4,566,529 (28th among all magazines)
AD REVENUE
1955 $2,946,955 (39th among all magazines)

THE ONE TO GROW ON

* And first quarter of 1959 is up again, by 25%. Source, P.I.B.

SPORTS ILLUSTRATED is the growth magazine in advertising today. Last year it posted the largest gain in advertising pages of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. Strengthen your media list by adding the one to grow on.

SPORTS ILLUSTRATED

'Loan Arranger' Bites Dust in Federal Court Ruling

Artcraft Printing & Display, Jacksonville, can no longer use such phrases as "Loan Arranger" and "Hi Yo Silver" in local finance company advertising. A federal judge issued an injunction to that effect in Jacksonville after it was agreed to in a stipulation between Lone Ranger Inc., which has the best interests of the famed fictional western hero at heart, and Ralph C. Hubsch, president of Artcraft.

Lone Ranger Inc. said Artcraft, in addition to using the phrases "Lone Arranger" and "Hi Yo Silver," prepared advertising with a design showing horse and rider, and prepared radio spots which began with a few bars of the Lone Ranger's identifying music. All this, the bill of complaint alleged, tended to damage the reputation of the Lone Ranger and his horse, Silver, "both known far and wide for their good deeds throughout the West."

Fowler Joins Anheuser

Keith D. Fowler has joined Anheuser-Busch, St. Louis, as sales promotion manager. Mr. Fowler, who formerly was on the sales and sales promotion staff of Procter & Gamble, succeeds James P. Fabick, who resigned in March to join Lynch & Hart Advertising, St. Louis.

Your best
MAILING LISTS
come from telephone directory classified pages.
We have them all!
U.S. • CANADA • POSSESSIONS
Call or write to make your next mailing more effective.
ZELLER-LETICA
America's Leading List Compilers
15 East 26th St., New York, N. Y.
MU 5-6278

Nielsen Network TV

Two Weeks Ending April 4, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	19,492
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,380
3	Hallmark Hall of Fame (Hallmark, NBC)	15,488
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,400
5	Danny Thomas Show (General Foods, CBS)	15,092
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,960
7	Maverick (Kaiser, Drackett, ABC)	14,872
8	Perry Como Show (Several sponsors, NBC)	14,784
9	Perry Mason (Several sponsors, CBS)	14,520
10	Cheyenne (American Chicle, Chesebrough, ABC)	14,476

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	45.2
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.0
3	Hallmark Hall of Fame (Hallmark, NBC)	36.6
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	36.4
5	Maverick (Kaiser, Drackett, ABC)	35.7
6	Danny Thomas Show (General Foods, CBS)	35.0
7	Cheyenne (American Chicle, Chesebrough, ABC)	34.6
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.5
9	Perry Como Show (Several sponsors, NBC)	34.3
10	Perry Mason (Several sponsors, CBS)	33.8

Nielsen Average Audience*

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,544
2	Wagon Train (Ford, National Biscuit Co., NBC)	16,236
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,564
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,256
5	Danny Thomas Show (General Foods, CBS)	14,124
6	Peter Gunn (Bristol-Myers, NBC)	13,024
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	12,936
8	The Real McCoys (Sylvania, ABC)	12,760
9	Father Knows Best (Lever, Scott, CBS)	12,716
10	I've Got a Secret (R. J. Reynolds, CBS)	12,716

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.1
2	Wagon Train (Ford, National Biscuit Co., NBC)	37.7
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.4
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	32.9
5	Danny Thomas Show (General Foods, CBS)	32.7
6	The Real McCoys (Sylvania, ABC)	30.8
7	Peter Gunn (Bristol-Myers, NBC)	30.1
8	Maverick (Kaiser, Drackett, ABC)	30.0
9	Tales of Wells Fargo (American Tobacco, Buick, NBC)	29.9
10	Father Knows Best (Lever, Scott, CBS)	29.6

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

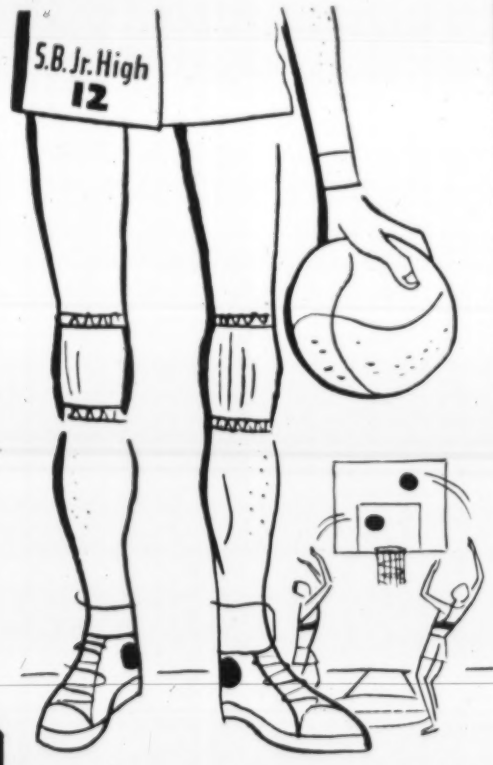
† Percented ratings based on tv homes within reach of station facilities and by each program.

C&H, Richards Now Merged

Calkins & Holden and Fletcher D. Richards, which in January announced a prospective merger (AA, Jan. 12), have completed legal arangements and are now doing business as Fletcher Richards, Calkins & Holden at 10 Rockefeller Plaza, New York.

Spike Saunders Joins Young

Olin A. (Spike) Saunders, former vp and director of Compton Advertising, has joined the executive selection division of John Orr Young & Associates, New York, a subsidiary of Manpower Development Corp., of which he becomes a vp.



Big...and Still Growing!

SOUTH BEND...
Indiana's 2nd Market

The South Bend Metropolitan Area's Effective Buying Income is $518,929,000 . . . 2nd in Indiana *only* to Indianapolis. South Bend also ranks 2nd State-wide in *Total Retail Sales, Food Sales, Furniture and Appliances, Lumber-Building-Hardware, Gasoline, and Drug sales.* South Bend's 7 county trading area has an E.B.I. of $1,247,348,000. Retail sales in '58 were $776,253,000!

Here's a market that's too big, too rich to overlook. And only the South Bend Tribune covers it effectively and economically—100% coverage of the City Corporate area, 92.2% coverage of the Metropolitan Area and 62.4% coverage of the 1¼ billion dollar Trading Area. No other medium can approach this coverage!

Get all the facts. Write for free market data book.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market: 7 Counties, 1/2 Million People

Franklin D. Schurz — *Editor and Publisher*
STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVE

SPECIAL SWAP OFFER FOR YAKIMA
FREE
SIESTA
COFFEE
JUST FOR SENDING US ANY COFFEE LABEL
It's FREE! Your chance to discover the Different Decaffeinated
Real...Real...Real Coffee
Feel...Feel...Feel Satisfied
GET YOUR FREE JAR OF SIESTA TODAY! HERE'S ALL YOU DO...
New SIESTA

SWAP—*This newspaper ad running in Yakima, Wash., offers a free jar of Standard Brands' Siesta instant decaffeinated coffee for any brand coffee label.*

McCarty Resigns Hambro; Agency Names Two VPs

McCarty Co. Advertising of New York has resigned the Hambro automotive account, effective June 24. Hambro, importer of the Austin, MG, Riley, Austin-Healey and Morris cars from Britain, has been handled for several years by Robert Holley, who resigned last month as a vp of McCarty (AA, April 27).

Howard Persons, president of McCarty, who will shortly announce a new name for the agency, has also appointed Donald A. Walsh and LaFayette Locke vps.

Creative Communications Opens in Milwaukee

Creative Communications Inc., a new company specializing in industrial communications programs, industrial publications and sales literature, has opened at 5200 N. 68th St., Milwaukee. Edward J. Bott, formerly manager of publications services at Olsen Publishing Co., Milwaukee, is president, and Sylvester H. Schmid, who was in charge of copy and layout at Olsen, is vp of the new company. Olsen publishes *Milk Dealer, Ice Cream Review* and *Milk Products Journal.*

Westinghouse Uses Dailies

Westinghouse Electric Corp.'s radio and tv division, Metuchen, N.J., is switching its advertising from magazines to newspapers "to maintain flexibility" pending settlement of a strike. Grey Advertising Agency handles the account.

it takes **DYNAMIC SALESMANSHIP** to sell boating

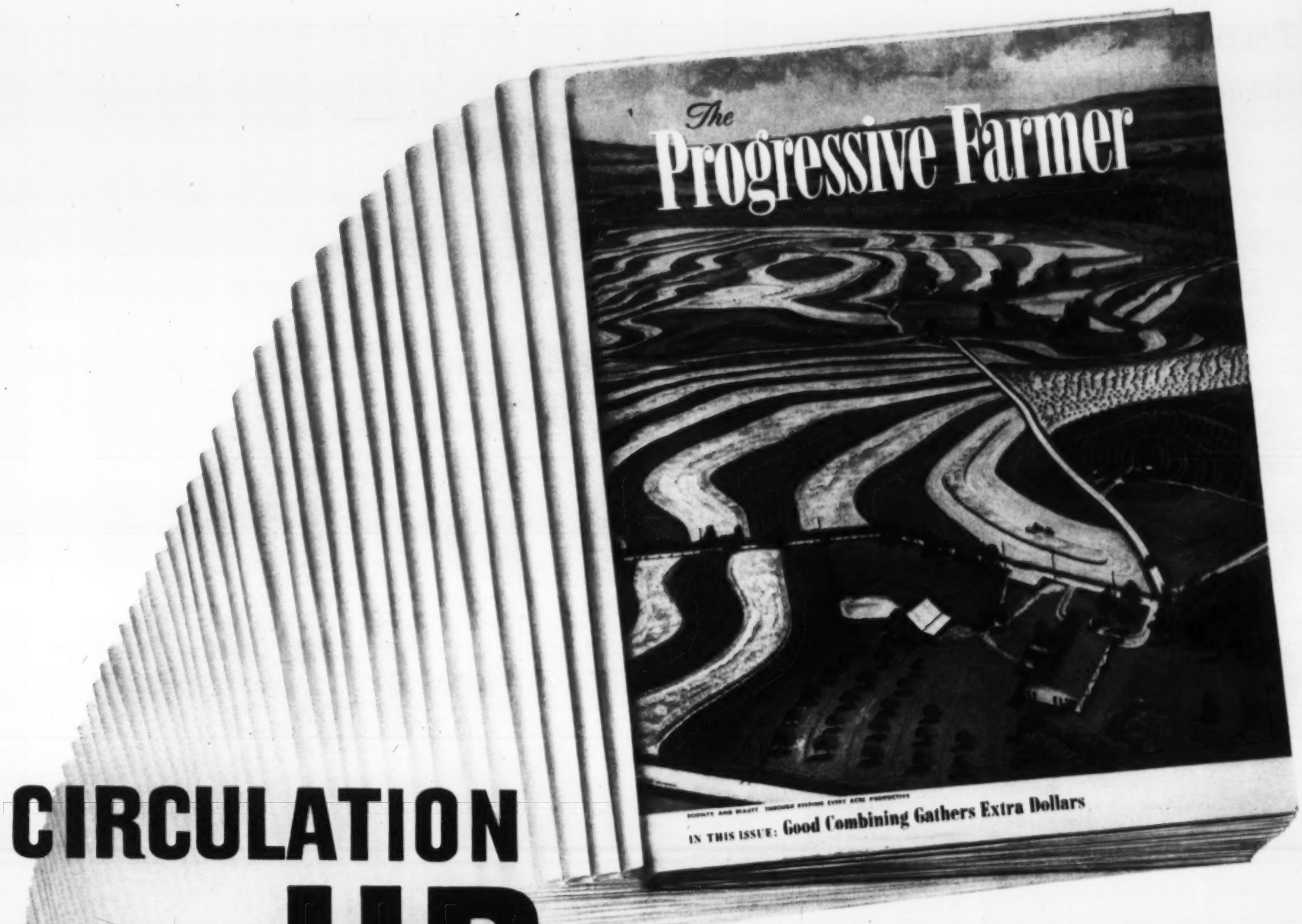
IT TAKES A PRO . . . to sell boating

and BOAT & MOTOR DEALER is making professional salesmen out of 16,600 dealers through its exclusive *sales training program*—the industry's "hottest" editorial feature. Write for reprints. See how you sell *more* when dealers sell *better*—and why they turn to BOAT & MOTOR DEALER.

BOAT and MOTOR DEALER

Published by the PUBLISHERS DEVELOPMENT CORPORATION
8150 NORTH CENTRAL PARK AVENUE
SKOKIE, ILLINOIS

• • • REACHING OVER 16,600 SELECTED MARINE DEALERS • • •



CIRCULATION UP FOR 14 CONSECUTIVE YEARS

...without special offers or cut prices!

ANSWER TO CAPTION-QUIZ ON PAGE 20.

Circulation Salesmen for The Progressive Farmer

A circulation record to be proud of!

And The Progressive Farmer is proud, too, of its fine team of circulation salesmen shown in our "Caption-Quiz" on page 20. These men could pass for legislators, professional men, clerics, etc. And with good reason—for among them, to name a few, are former ministers, school teachers, a state Grange head, a postmaster, an engineer and an athletic coach. Despite their varied backgrounds, these men have one thing in common. They bring a *dedicated enthusiasm* to their job of placing The Progressive Farmer in more and more prosperous farm homes in the South. Largely because of this, The Progressive Farmer circulation has climbed steadily for the last 14 consecutive years—keeping pace with the rapid growth of the *rural* South. And this constant circulation gain goes on *without* the help of special offers or cut prices. In fact, since 1951, The Progressive Farmer's subscription price has *doubled and redoubled*—with no interruption in circulation growth!

Reader loyalty is intense

Once a Southern farmer begins taking The Progressive Farmer, he rarely drops it—for he soon learns that there is no substitute for its interest and usefulness to his whole family. Indeed, farming and homemaking *The Progressive Farmer way* has been a family tradition in the South for 73 years!

This unique relationship with its subscribers means that The Progressive Farmer can give *your* product a friendly introduction to 1,400,000 *rural* families—your best market potential in the South! No other single medium can match the dominance and influence of The Progressive Farmer in the *rural* South.

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Puerto Rico, an Advertiser, Becomes Scenery for Other Advertisers' Ads

NEW YORK, May 5—Puerto Rico is making advertising news again.

Two years ago there was a big furor in the liquor industry because of the use of women in Puerto Rican rum advertising, and the Governor of the Commonwealth ordered women dropped from the ads after a lot of political protests were aired (AA, Sept. 16, '57).

Today, Puerto Rico is making ad news again because a growing number of advertisers are using Puerto Rico as a subject or background for advertising.

For example, Irving Trust Co. is using magazine and newspaper ads to promote "Puerto Rico—gateway to business opportunities." Chase Manhattan Bank has been using color ads in *Business Week*, *Newsweek* and *Time* for a series, "A banker takes a long look at Puerto Rico." First National Bank of New York is using *Business Week*, *Fortune*, *Newsweek*, *Time* and *U.S. News & World Report* to point out the advantages of "Puerto Rico . . . a half-billion-dollar U.S. market." Agency for all three banks is Albert Frank-Guenther Law.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy on effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William 51 · Chicago 175 W. Jackson · San Francisco 100 Bush 51

TYPICAL COMMONWEALTH ADS—*The Puerto Rican Economic Development Administration runs four campaigns to attract tourists, industry and capital to the island and also to sell its well-known rum. Here are two of them. Ogilvy, Benson & Mather is its agency.*

■ In addition, E. I. du Pont de Nemours & Co., to promote Dacron, Orlon and Nylon for summer fabrics, has been using color shots of Puerto Rico and other Caribbean tourist spots in Sunday supplements. Batten, Barton, Durstine & Osborn is the agency. Hiram Walker Importers, Detroit, has been using color photographs of Puerto Rico to help promote its Canadian Club whisky in *Social Spectator*, *The New Yorker* and *Town & Country*. Foote, Cone & Belding, Chicago, is the agency.

Decca Records has just brought out a new album of the dance rhythms of Puerto Rico, featuring the Rogelio y Su Orquestra, and RCA-Victor has issued a new recording "Honeymoon in Puerto Rico" by Rafael Munoz and his orchestra.

Other advertisers that have been using Puerto Rico as subject or background in advertising include Magee Carpet Co., Revlon Inc., Pan American-Grace Airways, Eastern Air Lines, Liebmann Breweries, Pacific Mills, Celanese Corp. of America, the Vat Dye Institute, and Sacony, dress manufacturer.

■ During the past year Caribe Films has been organized by a group of U.S. investors to make television commercials and industrial films in Puerto Rico. It has a completely equipped studio and sound stage, trained technical personnel and a good local labor force, the Economic Development Administration of Puerto Rico reports.

Over-all, costs are estimated as 20% to 25% below those in the U.S. A tv commercial for B. F. Goodrich Co. sneakers has been completed, and one for the U.S. Steel Corp. is now being made. Paul Fanning, a U.S. stage designer, is vp of Caribe Films.

The increasing interest of advertising agencies, advertising photographers, and television people in Puerto Rico as a place to shoot all kinds of art work for ads and commercials has been welcomed with open arms by the Economic Development Administration. At its office here it will show interested executives photographs of all island locales. Its headquarters office in San Juan will help advertisers and agencies find the spots they want and aid in travel arrangements and other details.

■ Neil E. MacMillan, advertising director of the administration, said that he is planning a special direct mail campaign to a selected list of art directors, account executives and advertising managers to tell them about the advantages of Puerto Rico.

"There are any number of advantages for advertising people," he said. The island has utopian weather 12 months a year with temperatures averaging in the 70s every month, and the sun shines 360 days a year. There is also an amazing variety of settings easily accessible because Puerto Rico is only about 100 miles long and 35 miles wide.

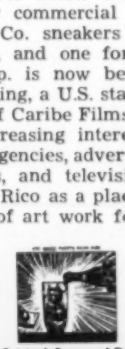
"But it has seashores, old Spanish towns, modern metropolitan city, beautiful mountains, deserts and typical U. S. western settings, one of the western hemisphere's few rain forests, tourist resorts, jungle-type settings, and little tropical islands."

■ The Economic Development Administration is currently running four advertising campaigns—its commonwealth campaign to sell the advantages of the island; its tourism campaign; its industrial development campaign directed at specific industries; and its institutional campaign for Puerto Rican rum.

Ogilvy, Benson & Mather is the agency for all four.

The commonwealth campaign has a budget of $300,000. Its color ads appear monthly in *The Atlantic*, *Harper's Magazine*, *Saturday Review*, *Sports Illustrated*, *The New York Sunday Times Magazine*, *The New Yorker*, *The Reporter*, and *U.S. News & World Report*.

The tourism campaign has a



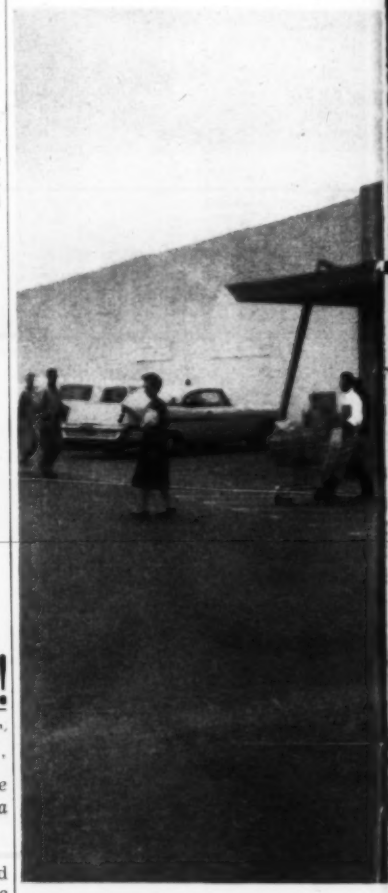
Spirited, Sassy and Dry

Don't you be the last man in Cleveland to discover Rum and 7-Up!

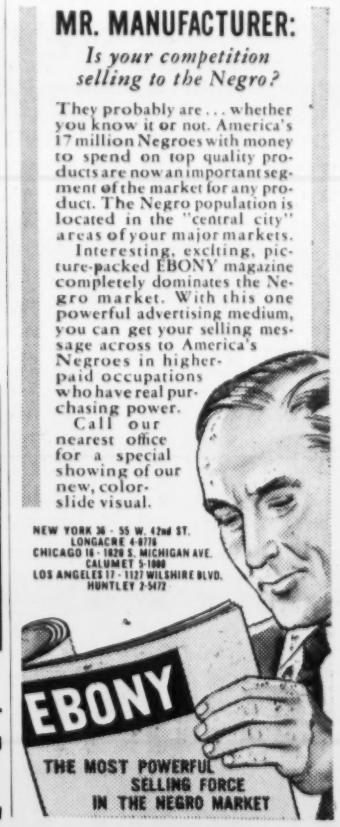
(Perked with a squeeze of lemon.)

RUMS OF PUERTO RICO, 666 FIFTH AVENUE, NEW YORK 19, N. Y.

MIXER—*Ads like this are part of the Cleveland test for Seven-Up as a mixer with rum.*



PUSH PULL
MEYERCORD
Pressure Sensitive
PERMANENT
DECAL SIGNS
all the permanence of a true decal . . .
plus the simplicity of waterless application
During the past year hundreds of leading national and regional advertisers made the big switch to Meyercord *Pressure Sensitive* Decal Signs. Good reason, too! They report getting more sign installations than ever before. They like the permanence of decals . . . especially when combined with the simplicity of no-water application. Field men like the rapid, convenient installation . . . without buckling or wrinkling. Let our sales representative explain what Pressure Sensitive can mean to your Point-of-Sale advertising!
Make Sure You Use Only Tested, Quality-Controlled Decal Signs
In our factory the Weatherometer provides constant quality-control through accelerated weathering tests to determine life expectancy and durability of each order. Two Weatherometers operate fifteen hours daily.
Send for your copy of The Meyercord AD-Visor . full color brochure. Write on company letterhead . . .
the MEYERCORD co.
Dept. H-201, 5323 West Lake Street, Chicago 44, Illinois


MR. MANUFACTURER:
Is your competition selling to the Negro?
They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.
Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.
Call our nearest office for a special showing of our new, color-slide visual.
NEW YORK 36 - 55 W. 42nd ST. LONGACRE 4-8778
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5-1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2-5472
EBONY
THE MOST POWERFUL SELLING FORCE IN THE NEGRO MARKET

TREND TOWARD PUERTO RICO—*Several national advertisers use Puerto Rico as background for their ads.*

budget of $100,000, but this will be increased July 1 to $150,000. It uses the same media as the commonwealth campaign.

■ The industrial development campaign, with a budget of $150,000, uses *Business Week, Forbes, Fortune,* and *Nation's Business,* plus the *Chicago Tribune, Los Angeles Times, New York Times,* and *Wall Street Journal.*

The rum campaign, with a budget of $1,200,000, also uses both newspapers and magazines: *Esquire, Field & Stream, Fortune, Gourmet, Holiday, Newsweek, Outdoor Life, Sports Afield, Sports Illustrated, The New Yorker, Time, Town & Country* and *Yachting,* plus the *Chicago Tribune, Los Angeles Times, Miami Herald, New York Herald Tribune* and *New York Times.*

All of the photographs used in these campaigns are shot in Puerto Rico.

■ Asked whether women will be used again in the rum ads, now that the ban on the use of women in liquor advertising has been lifted, Mr. MacMillan said he was not prepared to say.

"We're not concerned to put women in our ads just because it has become the thing to do. We're more concerned with telling how Puerto Rican rum can be used advantageously in pleasurable drinks of various kinds.

■ "Starting May 1," Mr. MacMillan said, "a special $45,000 test campaign for Puerto Rican rum and Seven-Up mixer will be run for a month in Cleveland. All Cleveland newspapers and considerable transportation advertising will be used. The reason we selected Cleveland was because it is in a monopoly state, where we can get official figures on results. The Seven-Up people will cooperate by supplying the manpower to service bars and restaurants and also will do local sales promotion."

If successful, Mr. MacMillan said, similar campaigns may be tried out in other cities. #

New 1959 Edition

fit type
IN SECONDS!

Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00

HABERULE
BOX AA-245 • WILTON • CONN.

SAN DIEGO CALIFORNIA

FOOD STORE SALES: $293,140,000 IN 1958!

The San Diego Market is a **super** market for food products.

With food store sales totaling more than $293 million in 1958, San Diego ranks 22nd among the nation's 280 Metropolitan County Areas. And food store sales are but one of many factors which make this the 3rd largest Pacific Coast market and the fastest-growing major metropolitan area in the United States.

Growing with San Diego – both in size and influence – are the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is more than 200,000. Surveys by Facts Consolidated show a readership of 84.4%, unduplicated.

The San Diego Union | ***EVENING TRIBUNE***

SALES ESTIMATE: COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles – Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

5,763 CHANCES TO HAVE YOUR NAME DRAWN! WIN A CADILLAC...CONTINENTAL
IMPERIAL...RCA COLOR TV...SUNBEAM APPLIANCE IN...
QUAKER Aunt Jemima $125,000 SWEEPSTAKES GAME
To enter—send us the names of the 3 recipes below in which you find
these CLUE WORDS...Strawberry Preserves.....Syrup...Cinnamon
3 GRAND PRIZES!
1 NEW PERFECT CORN BREAD
2 HEAVENLY COFFEE CAKE
3 SCHOOL DAY PANCAKES AND SAUSAGE
4 RASPBERRY WAFFLE SUNDAE
5 HAWAIIAN HAM LOAF
6 OATMEAL AND FRUIT BLENDER
8,763 PRIZES IN ALL!
These unusual but simple QUAKER-AUNT JEMIMA recipes can give the "creative-touch" to everyday meals!

Prepared by Wherry, Baker & Tilden, Inc., agency for The Quaker Oats Company

Quaker Oats advertisement in Family Circle produces over 600,000 entries

...the largest response per thousand circulation of any magazine used!

Things really happen in a big way when you advertise in Family Circle! Last fall The Quaker Oats Company kicked off a "$125,000 Sweepstakes" promotion with color advertisements in four major magazines. *What happened? Family Circle produced 611,002 entries – the largest response per thousand circulation of any of the magazines used!* Among the four magazines, Family Circle accounted for 21.2% of the total circulation and produced 31.4% of the total response! Victor Elting, Vice President, Advertising-Merchandising for The Quaker Oats Company, calls this performance "solid testimony to the power of Family Circle to get results." When you advertise in Family Circle, you sell a select audience of more than 5,000,000 homemaker-shoppers – the largest market of known food store customers ever assembled by a magazine. No wonder Family Circle generates record response for its advertisers!

BIG GAINS FOR FAMILY CIRCLE!

First quarter circulation: 5,300,000*

300,000 bonus on the 5-million rate base

First quarter advertising pages: UP 17%

Advertising up 8 issues in a row!

*Publisher's Estimate

Everywoman's Family Circle

Family Circle gives you dominant coverage in over 20,000 chain and independent supermarkets that ring up sales of $21 billions annually. *That's over two-thirds of total chain grocery volume... 40% of all U.S. retail grocery sales.* In all 49 states and Canada, Family Circle circulates where your business is best.

Feature Section

Advertising Age

C.M. Cites Some Talented Copy

Gold Rush in Printing Field

Letter to a Teen-Ager About Copy

'How Silly?,' Asks Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

A Useful Method of Testing Ads . . .

Vick Researcher Explores Advantages and Failings of Split-Run Advertising Tests

Testing printed advertisements with split runs is an old established, but still not completely understood method of checking the effectiveness of advertising. In this talk to the New York chapter of the American Marketing Assn., Researcher Seitz gives an unusually clear-cut, unbiased exposition of what to expect from split-run tests, and how to conduct them effectively.

By Richard M. Seitz
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Split-run copy testing is essentially a method of testing two advertisements in a publication—a daily newspaper, a magazine, a Sunday supplement or a comics section. A number of publications split their run, so that half their copies contain one of your ads and the other half contains another version of your ad. Since both ads occupy the same space and position, variables due to these conditions are eliminated. So that copies are distributed among equally homogeneous groups of readers, ads are alternated in every other copy.

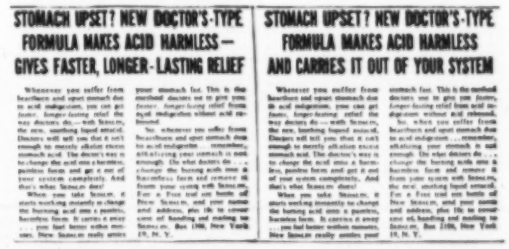
A recent development in the magazine field is a service whereby three ads may be tested nationally in the same publication, but the normal procedure is to test only two ads within a given geographical area. Some publications which offer split-run will do it separately by geographical sections as well. As a consequence, you can test more than two ads simultaneously. However, this introduces complications due to geographical variables. The problem can be, to some extent, surmounted by using one control ad in each section and testing the other ads against it—but in my experience this is not always satisfactory.

An Offer Is Essential

Certain other publications offer "sectional splits" enabling you to place different ads in different geographical areas. Others split their circulation in half, but they will not guarantee where the two different copies are going. Since neither is a true alternate split-run method, I will not consider them in my analysis. To be true split-run, the publisher must alternate copies within a defined area so that copies have an equal opportunity to reach similar groups of readers.

Now available . . . direct to you from the Publisher
ENCYCLOPAEDIA BRITANNICA
On Easy... Book a Month Payment Plan
Now Available - direct from the Publisher
ENCYCLOPAEDIA BRITANNICA

THREE WAY—*These Encyclopaedia Britannica ads illustrate a three-way alternate split-run offered by the Saturday Evening Post. Two of the ads are identical except for a different illustration and a change in color of the headline and the logo. The third ad is entirely different. All three contain a coupon. A direct sales organization such as this can, by controlled analysis, trace sales to each advertisement.*


STOMACH UPSET? NEW DOCTOR'S-TYPE FORMULA MAKES ACID HARMLESS— GIVES FASTER, LONGER-LASTING RELIEF
STOMACH UPSET? NEW DOCTOR'S-TYPE FORMULA MAKES ACID HARMLESS AND CARRIES IT OUT OF YOUR SYSTEM

SEDALIN—*The purpose of this test is to determine which portion of a headline produces a better result—"Faster, Long-Lasting Relief" vs. "Carries It Out Of Your System." The rest of the advertisements, including the major portion of their headlines, are identical.*

A further obvious requirement is that the ads being tested offer the reader something to send for—a sample, a booklet, or a premium. This offer may be buried so that consumers must read the ad closely to find it, or there may be a coupon. In any event, each ad must be keyed differently, such as "Write to Department A" or "Write to Department B" so that you can identify which ad pulled the reply. Results of the test are judged by determining which ad pulls the larger number of replies.

■ There is, incidentally, a supplemental method of conducting a split-run copy test—that is by direct mail. Ads may be mailed to equal and representative groups of consumers. It is generally desirable to set up the ads in editorial matter when using this method.

The direct mail method has at least one advantage over most publication split-runs, in that you can test an unlimited number of ads simultaneously. Another very practical advantage is that competitors can't get their hands on those ads you're so proud of so readily.

If you lay out mailings by blocks and streets, this method enables you to check back on the recipients economically, since addresses aren't scattered. It is even possible to check on sales created by these advertisements by such call-backs.

■ I am limiting my discussion to testing ordinary consumer advertisements—the kind manufacturers normally use to sell goods to consumers through orthodox distribution channels. I am not considering advertisements whose purpose is to produce inquiries and sales leads, to distribute a pamphlet or to sell directly by mail.

My reason is that the response to such advertisements is generally *ipso facto* proof of their true value. For example, if you sell widgets by mail and you split-run two ads, one of which sells $10,508 worth of widgets and the other sells $5,365, you have pretty positive proof of the better ad. Again, if you merely want to distribute a booklet, the ad that gets the greater distribution is "it."

Most of us, unfortunately, deal with more complex sales situations in our advertising. We are employing replies from split-runs as our indicator of the ability of an advertisement to sell.

■ In considering the use of split-run, it is well to keep this obvious fact in mind, because it is too often overlooked. The purpose of nearly all advertising is to create sales, and a request for a sample is not an absolute yardstick of any advertisement's sales power.

However, to place split-run in the proper perspective, other copy testing methods available to us are not perfect yardsticks either. The exception is a sales test, which although it may be an acid test, is sometimes difficult to carry out, because variable factors creep in, because it takes time, is expensive and requires rigid controls and store audits. Frequently, too, we also want guidance about which ads to use in sales tests. As a consequence, we turn to these other methods.

None of these methods is perfect or fool-proof. All have their good points and drawbacks, including split-run. The view I wish to present is this: as a carpenter has a kit of tools for his trade, we in research also have our kit of tools for copy testing. One of these tools is split-run. Much of our ability to use this tool properly lies in knowing its advantages and its disadvantages.

Cataloging the Advantages

First, let's consider the good points of

GIVE SHOES A "DEEP" SHINE THAT LASTS ALL WEEK
with amazing polish that stays on longer!
GIVE YOUR SHOES THE "SHINE OF SUCCESS"
with amazing polish that keeps you well-groomed all week!
SHINE YOUR SHOES JUST ONCE A WEEK
with amazing polish that lasts 7 full days!
Have you tried the world's largest-selling shoe polish—KIWI? (Kee-Wee). It's the favorite by far of the U.S. Marines. It's the most popular polish, too, in 155 countries around the world. And for a dozen good reasons!
KIWI shines shoes brighter in half the time you'd expect. Its unique combination of costliest waxes shines much easier and faster than ordinary polishes.
What's more, people who can't shine their shoes every day or two will find that KIWI's glass-like shine lasts 7 full days. Yes, just a few quick buffs keeps a KIWI shine bright all week long. KIWI's remarkable combination of wax and dye gives a "deep" shine that won't come off.
In fact, KIWI shines stay bright even in the rain. Water just bounces off shoes without spotting or streaking.
So friends, rain or shine, give your shoes the "shine of success". With KIWI Boot Polish you get a "Sunday Shine" that keeps you well-groomed all week long.
FREE TRIAL: To try KIWI Boot Polish — Black or Brown — mail your name, address and color wanted to: KIWI, Dept. M, Grand Central Station P.O. Box 1125, New York 17, New York. We'll send a full-size can free of charge. Enclose 10¢ to cover mailing costs. Offer ends Mar. 9, 1959. Send your request today.

HEADLINE TESTS—*These KIWI shoe polish ads illustrate a series of headline tests in the New York Daily News. In each advertisement, the variables are controlled by keeping the copy and all other elements identical. In each test, one headline remains the same —"Give Shoes a 'Deep Shine' That Lasts All Week." It serves as a control headline against which to test two other headlines: "Give Your Shoes The 'Shine of Success'" and "Shine Your Shoes Just Once A Week." Use of the control headline gets around the problem that the first test ads will drain off many of the readers. An offer appears at the end of the advertisement. A 10¢ charge insures that the consumer is motivated to pay something for the product.*

split-run testing, bearing in mind that some of these are probably mixed blessings:

• **1.** *Replies at the very least indicate that readers have seen the ads.* If there is a buried offer, they have read them pretty closely.

• **2.** *The consumer is motivated to take a positive action.* He must at least take the trouble to write for something that interests him. If the offer requires sending a coin for a sample of your product, you have a further indication that he has been motivated to spend something for what you are advertising.

• **3.** *A split-run test is usually easy to conduct.* No research staff is required and no interviewers are necessary. You merely count your returns, unless you are going to set up a highly complex test involving different geographical areas, different media and the like.

• **4.** *Split-run irons out many variables.* Each ad reaches a similar group of readers, and variables due to position and size of space are eliminated.

• **5.** *Split-run provides quick results.* If you are using a daily newspaper, you normally have the final results in a week.

• **6.** *Split-run is particularly useful when small ads need to be tested.* In the case of small ads, testing techniques requiring interviewers are extremely expensive, due to their relatively low readership, while standard readership research services normally don't check them.

• **7.** *When you conduct a split-run test, you do generally get an answer.*

Contrary to what is sometimes said, one ad usually pulls better than the other. I'll leave the question as to whether it's the right answer for discussion in a minute or two.

• **8.** *If split-run tests are conducted consistently and correctly, you can reach conclusions about the effectiveness of your advertising, and you can possibly gain some insights which may help you improve them.* I say this because many who have used split-run have not always been happy about the results. The fact is that there are advertisers who use it effectively. I know one advertiser who has used split-run to build sales of a new product within three years to a volume over five times larger than the entire market.

The Drawbacks

Now to look at the other side. Here are the drawbacks. Please remember they aren't all black, just as good points of split-run aren't all white:

• **1.** *Unless you are testing a single element, such as one headline against another, results normally don't tell you why one ad is better than another.* Unlike many other copy testing methods, you have only a single statistic for each ad. You have no details on readership, no playback of copy points, and no consumer reason-why data. This often means that you can't learn things that help you improve your advertising. You have to guess at the reasons for the results, and guessing, no matter how shrewd, isn't consistent with good research.

• **2.** *Results of the tests are sometimes a stand-off.* No ad pulls a significantly greater number of returns than others. You may, of course, be justified in concluding that there is no essential difference among the ads, but you certainly haven't learned much to help you improve them.

• **3.** *The number of replies is sometimes low—surprisingly so.* Perhaps this indicates that your ads need improvement, but you can't conclude much else.

Incidentally, I was once associated with a man who used a split-run test to prove one ad was twice as good as the other—until it became known that one ad pulled ten replies and the other pulled five.

I don't want to scare you, because such a low return isn't typical; but sometimes you have problems. This is particularly so if you are testing advertising for a widely-used, low-priced brand and you offer a sample of it. A coupon may be used to increase the return, but in such cases you sometimes run the risk of distorting the character of your ads.

• **4.** *People who respond to the free offer may not always be typical consumers . . .* not actual consumers who are apt to buy the product. It is frequently said by foes of split-runs that respondents are apt to be bargain hunters and older people who have time on their hands. Call-backs on respondents have shown, in my experience, that their numbers are exaggerated. However, these surveys show that these people do influence the number of returns.

For example, an analysis showed that 16% of the replies from a newspaper ad came from people who had replied to ads in a previous test, and 12% sent in two replies to the same ad.

The presence of professional coupon clippers and bargain hunters, of course, doesn't necessarily invalidate results; but they do create certain problems. In the early returns of many split-run tests, one ad will show a strong lead. As time goes on, the other ads will tend to catch up.

Further research shows that the professional coupon clippers and bargain hunters get to work with their scissors at a later date than normal consumers. And they clip ads for free offers indiscriminately of the consumer appeal. This is less likely to happen with newspapers than with magazines, which have a longer life. It is also more apt to occur with cosmetics than with drugs.

• **5.** *If a long series of split-run tests is conducted for the same product in the same media, you are apt to come up against the law of diminishing returns.* There is a tendency for earlier ads to drain off the more interested consumers so that the later ads have a poorer opportunity of obtaining replies.

• **6.** *Your competitors have a good opportunity to see the ads you are testing.*

There are two arguments against split-runs that should be mentioned, although I wouldn't necessarily call them drawbacks:

A. *That replies are chiefly an indication of readership of body copy only in the case of a buried offer, or simply noticing a coupon if that is used, or a free offer if that is emphasized.* It is maintained that although more consumers get the sales message of ad "A" than of ad "B," if body copy readership is the same, the two ads draw the same number of replies. My research on this subject isn't conclusive, but I'll show a later example illustrating the problem.

Similarly, I haven't noticed that the presence of a coupon or the emphasis of a free offer invalidates results. However, my research does indicate that these two tend to equalize returns from ads.

B. *Some experienced copywriters argue that you can prepare ads that pull well in tests but which aren't necessarily good advertisements.* This argument can be used against other copy testing methods as well. The important point is that someone, particularly those in research, should police the ads to see that they are sufficiently comparable to achieve a valid result.

Costs Vary Considerably

You will note that I have omitted cost either from the list of advantages or disadvantages. I have done so because costs —relative to other copy testing methods —vary greatly with circumstances. The decision as to whether to employ split-run, if it depends upon cost, must be judged to a great extent on an individual basis. There are considerations relating to size of the ads, media to be used, nature of the offer, and the number of ads to be tested. You have production costs, media costs, costs of your free offer and also its mailing.

Media also charge a premium for split-run space. Costs should be watched when you are testing large size ads; one factor which is hard to gauge without experience is provision for the offer. I know of one test when the advertiser had to mail out 55,000 free samples—a pretty sizable item he hadn't budgeted.

My own experience is that split-run isn't exceptionally inexpensive compared with some other methods. However, we are able to conduct our own personal-interview copy tests, which is an advantage some of you may not have.

Results Shown for Four Types of Tests

Now to get down to some actual cases. Here are four charts that illustrate the type of results that may be expected from split-runs.

Chart I throws light on the question, "Can split-run predict a sales winner?" It compares results of a split-run test and a sales test.

Three ads, A, B, and C, were split-run tested and, as a result ranked A, C and B. These ads were then run in three comparable cities where retail sales were audited for six months. Since a new product was concerned, past sales history had no influence. As far as possible, other variables were kept at a minimum.

CHART I
Split Run vs. Sales Test

SPLIT-RUN TEST RESULTS

	No. of Returns	
Ads A vs. B	A - 1582	B - 1064
Ads A vs. C	A - 1365	B - 1195
Ads C vs. B	C - 1282	B - 948

Rank Ad - A = 1
" " - C = 2
" " - B = 3

SALES TEST RESULTS

	Actual Sales	Share of Market
Ad A	$4,928	40%
Ad B	4,621	36
Ad C	2,596	22

Rank Ad - A = 1
" " - B = 2
" " - C = 3

In actual sales, Ad A won as it had in split-run, but beyond that there was an upset. Ad B, a poor third in split-run, proved a close second. Ad C proved a weak sister, although it did fairly well in split-run.

Unfortunately, this is the only scientifically-controlled experiment to validate split-run I've found, since most advertisers run only the winning ad in a copy test. It does prove that in at least one instance split-run can pick a winner. Nevertheless, split-run could not predict the

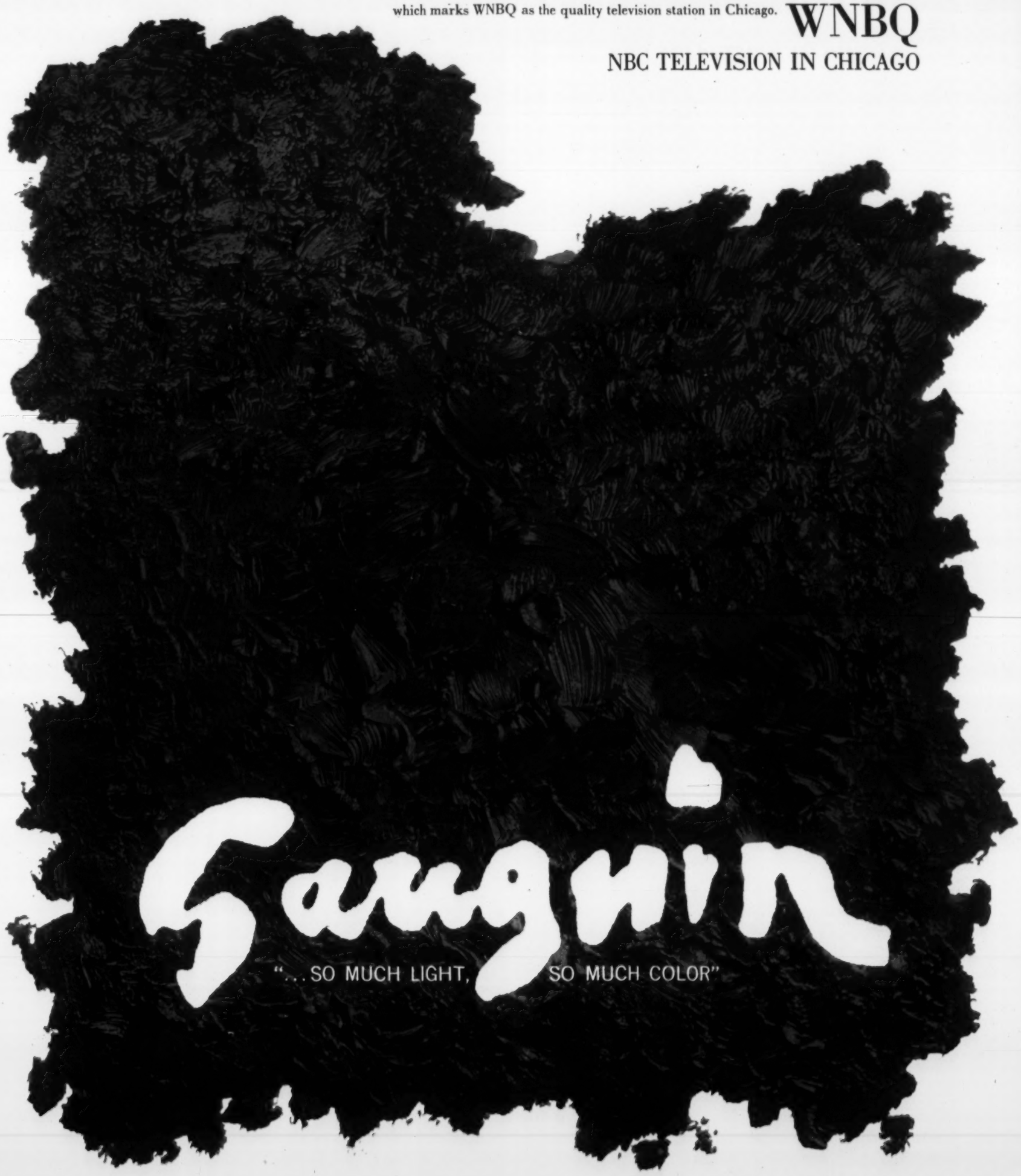
SOMETHING BEAUTIFUL HAPPENS TO YOUR HAIR
when you use this new shampoo discovery!
NEW NON-DRYING SHAMPOO FOR YOU WHO SHAMPOO EVERY WEEK
conditions as it leaves hair shiny clean!

CONTI SHAMPOO—*This is a test of two different advertisements using different appeals: hair beauty vs. a non-drying appeal.*

On February 8, WNBQ presented a special preview, in color, of the Art Institute of Chicago's historic exhibition of the work of Paul Gauguin. Because of its unusual interest the program was colorcast simultaneously on the NBC Television Network. Critical response was warm and wide-spread. The Chicago Sun Times called it an "artistic coup." The Chicago Tribune said it was "superb." And from the nation's Capital: "a work of art as a TV show." From New York: "a masterly achievement." "So Much Light, So Much Color" was one in WNBQ's monthly series, "Chicago Showcase," exploring the cultural range for Chicago viewers. It is an important phase of the balanced schedule which provides rewarding television for every taste... and which marks WNBQ as the quality television station in Chicago.

WNBQ

NBC TELEVISION IN CHICAGO



second-ranking ad.

■ Chart II throws light on the question, "Do split-run tests tend to end in ties, as is often claimed, with no ad producing significantly greater returns than the other?" It is based on experience with 100 newspaper split-run tests where one ad is tested against another. These 100 tests are grouped by percentage of returns that the winner pulled over the loser.

CHART II
Experience with 100 Newspaper Split-Run Tests

% Return of Winning Over Losing Ad	Number of Tests
0 - 4%	27
5 - 9%	5
10 - 19%	9
20 - 49%	36
50 - 99%	15
100 - 135%	8
	100

24% Median for All Tests

In these 100 tests, there were great extremes. 27 tests were quite inconclusive, in which the winner produced only 4% more returns than the loser. The majority in this group, in fact, came close to being ties. At the other extreme are 23 tests with highly conclusive results, where the winner pulled 50% or more replies than the loser. The median or mid-point for all tests is 24%.

An expert who has had years of split-run testing experience considers any test inconclusive unless one ad produces 20% more returns. Applying his "rule-of-thumb" experience, we find that 59 of these 100 were conclusive. By applying a statistical significance formula, we reached a similar result—61 out of 100 were conclusive.

Summing up then, the evidence is that 6 out of 10 times a split-run test should give you a definite answer; but, in a substantial minority of instances, it will not.

■ Chart III throws light on two questions: (1) "Does the position of the buried offer affect results?"; (2) "Is split-run merely a test of body copy readership?". In 13 ads, the offer was placed in 3 different positions, and each time a test was made for position of the buried offer—or 39 tests in all.

CHART III
13 Ads Tested For Position of Offer
(Offer at End of Copy = 100%)

Position of Offer	
End of Copy	100%
Middle of Copy	104
Directly Under Headline	109

An offer in the middle of the copy pulled 4% more replies than one at the end, while an offer directly under the headline produced 9% more.

Apparently, the position of the buried offer affects results, but not as much as some people think. Split-run isn't just a test of body copy readership or variations in results would be greater.

■ Chart IV throws light on the question, "Are split-run results compatible with those of other copy testing methods?" This chart shows results of three ads, X, Y and Z, tested by split run and two other copy testing methods. The latter required personal interviews of consumers who were previously exposed to them. One involved voluntary recall—most similar to the Gallup-Robinson technique. The other involved aided recall of the ad elements —most similar to the Starch technique.

CHART IV
Comparative Results of Split-Run vs. Other Copy Testing Methods
AD "X" = 100%

	Ad X	Ad Y	Ad Z
Split-Run Replies	100	97	77
Personal Interviews:			
Voluntary Recall (Ad Not in View)			
Recalled Ad Correctly	100	75	94
Recall of Sales Message	100	71	76
Headline Recall	100	33	75
Recall of Ad Elements (Ad in View)			
Headline	100	57	85
Illustration	100	58	75
Subhead	100	52	94
Body Copy			
Read Some	100	90	95
Read Most	100	79	92
Read Buried Offer	100	81	65

All three techniques picked the same winner—Ad "X." However, the second, Ad "Y," which came very close to the winner in the split-run test, fared rather poorly in the other two tests. Results indicate that Ad "Y's" pulling power depended upon unusual strength in one section of the body copy containing the buried offer.

This evidence suggests that split-run and two major copy testing methods do not produce contradictory results. Each method pointed to the same ad. However, the rival methods turned up something that helped further improve this ad—by incorporating a section of the copy of ad "Y" in it.

NOW WIPE AWAY OILY SKIN PROBLEMS THAT CAUSE PIMPLES AND BLACKHEADS!
new kind of mouthwash brings fresh, clean feeling to hot, dry "bad taste" mouth!

SEA BREEZE—*This split-run test offers the same product for entirely different uses—one for skin care and another as a mouthwash.*

Things to Do

Here are some "do's" and "don'ts" for split-run copy testing. What I've tried to do is sum up basic things I'd like to have known when I first began split-run testing.

• **1.** *Get your objectives clarified before the test. Keep them in mind throughout the test, including evaluation of results.* Reduce your objectives to the questions you want the test to answer and be sure every one agrees with them. For example, should your objective be to find out which of two basic appeals is better, you can come to grief at the end of the test if you find that you also should have answered some other questions the test was not prepared for.

All too frequently, an advertising manager or an account executive will tell the research department he merely wants to know which ad is best in its entirety. At the completion of the test, you will find he also wants to know about a whole list of other subjects—the best appeal, headline, illustration, body copy and on and on. Had you known in advance, the proper tests could have been prepared.

I have also seen some conclusive headline tests badly confused by injecting some additional unwarranted evaluations, such as an attempt to determine which

NOW! DEAD SKIN, CALLOUSES RUB OFF IN LITTLE BALLS!
Amazing new "dead skin eraser" brings new comfort, new beauty... in seconds!
Pretty Feet
No more rough, dry calloused skin
No more nylon snags
SPOTLIGHT'S ON
Pretty Feet

PRETTY FEET—*This is a test in the New York Daily News of two entirely different advertisements. Again, the offer is buried in the copy and a 10¢ charge is made to insure that the consumer is motivated to spend some money in response to the advertisement. Those who use this method must be careful to realize that they are testing entire advertisements and to avoid attributing the success of one ad over the other to any one element.*

media pulled better.

• **2.** *Keep your test as simple as possible.* You can do this mainly by testing for a single element at a time. For example, if you have two different headlines, make them the objective of one test. If you also have two different illustrations, set up another test. You won't know what was responsible for the results if you test too many things at once.

• **3.** *Don't make the tests too complicated.* I have in mind one test where geographical split-run was employed and so many variations were used that results were utterly confused. I would also be wary of engaging too many statistical computations to find an answer. A good rule-of-thumb is that when you go much beyond using numbers to count returns you are probably going too far.

• **4.** *Have reasonable assurance that ads are sufficiently different to justify testing.* Obviously if you haven't, you aren't apt to have measurable differences. I'd say an axiom of split-run is that any two ads are apt to pull nearly the same number of replies unless they are really different. An ad that pulls 50% more returns than another is not rare, but it is unusual.

• **5.** *Don't jump to conclusions in evaluating results.* This is a field where 20-20 hindsight can be exceptionally acute. Results provide no record of what the readers say, remember or report reading. Consequently, it is simple to make judgments that aren't called for by the facts. Probably the phrase you are most likely to hear at the end of a split-run test is, "This ad pulled better because . . ."—and you generally add the speaker's pet ideas about what constitutes good advertising.

Conclusions

My conclusions about the value of split-run copy testing are as follows:

• **1.** *Split-run copy testing is of value.* It is a tool of research and not to be discarded. In common with many other copy testing techniques, its true value is confused by a tendency to either swear by it or to swear at it.

• **2.** *The technique needs further statistical validation of its ability to pick the ads that produce the biggest sales.* Too often the winning ad is the only one used, and the poorer ones are discarded so that there is no real check on sales effectiveness. It would be helpful if more practitioners were willing to produce results of sales tests vs. split-run copy tests. However, what is ultimately needed is a thorough-going study of this subject by some nonpartisan cooperative organization. This, of course, applies not only to split-run but to most other copy testing techniques as well.

• **3.** *The biggest drawback of split-run, to my mind, is that it fails to give you real insight into consumers' interests, reactions, and details of readership which are produced by personal interview copy testing methods.* Therefore, you have relatively little real information to go on to help you improve your ads. #

Tips for the Production Man . . .

The Gold Rush of 1959

By Kenneth B. Butler

Gold, next to diamonds, has been a girl's best friend, and gold to the designer of ads and printed pieces is still a mighty potent weapon. In this year of 1959 there is a lot of the rich yellow stuff lending class to promotion.

The use of gold inks for printing on enamel papers is well understood by production men. The best job, generally, is obtained with the use of gold powders mixed with a proper vehicle. As with most good things, this method is costlier than gold laid down with pre-mixed inks such as Goldsheen. Enamel papers with coatings especially prepared for holding the inks on the surface are more effective than ordinary general utility enamels.

■ Gold-dusting is sometimes used on short runs of programs and booklets. This is a slow, hand-labor operation.

Printing on metallic foil papers is also a widespread usage for special purposes.

Gold printing on textured cover papers and book cloths has been pretty well limited to the use of stamping foils. These give a lush, rich look . . . quality hardly possible to obtain with regular printing, since there is a limit to the opacity or covering qualities of gold inks laid down in the conventional way, especially over dark or medium dark colors of cover stock.

A new approach to gold stamping foils

. . . and just last night this newspaper was wrapping up more blooming sales than any other evening paper in the entire West! (Better plant it on your schedule and watch your sales blossom!)

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

is a product known as "Lustrofoil," which is produced by General Roll Leaf, which has offices in Boston, Chicago and Los Angeles. This is a non-tarnishing foil with a metallic brilliance. It is also available in silver, copper and metallic blues, reds and greens.

• • •

Gold printing, generally, should not be used to portray products that are made of gold or gold-like colors such as brass. This is best accomplished with four-color process. The best use of gold is to capture a general effect of richness by laying it down in generous size blocks. When used for the printing of type its use should be confined to types generously sized, such as 48-point or larger, and in type weights tending to medium or bold.

Since specially surfaced papers are recommended so that the gold will lie on the surface and not be absorbed into the sheet, there may be problems connected with overprinting, and the printer should be consulted before ordering the printing plates.

With special inks and special printing processes possessing proper drying capacity, printing on foil stock is successful. #

On the Merchandising Front . . .

EBW Suggests an Anti 'To-Tell-the-Truth' Club

By E. B. Weiss

I presume each of us has a pet dislike.

Mine, currently, is the salesman or clerk who prefaces a presumably persuasive comment with the clincher: "To tell you the truth."

E. B. Weiss

In its several variations—including, "I'll be frank with you," "I'll level with you," "I'll be honest with you," and even, "To be absolutely honest with you," or "I won't lie to you"—this scintillating example of the modern art of salesmanship appears to be riding the crest of a wave of selling popularity.

I have been exposed to it so often that I have developed a stock retort. When a salesman, not-always-figuratively-speaking, grabs me by the lapel and huskily remarks: "I'll be honest with you," I answer: "Aren't you always?"

■ That simple question usually produces remarkable results. It causes some salesmen to stammer; some to blush. And one or two salesmen, caught in the middle of a canned presentation, had to start all over from scratch in order to recover their poise!

Maybe the selling fraternity has discovered that their customers and prospects—perhaps not entirely without just cause!—tend to doubt (in order to avoid a harsh term) the lack of bias on the part of the salesman. However, irrespective of the impelling motive, there is no doubt that a considerable number of manufacturers' salesmen, wholesalers' salesmen and retail salespeople consider they have achieved the pinnacle of creative salesmanship when they mouth some variation of "To tell you the truth."

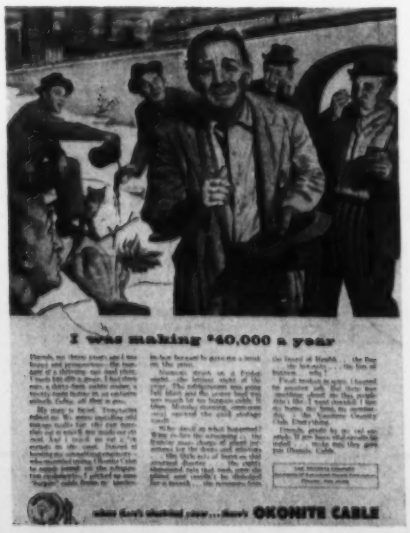
Of course, the remark—to tell the truth! —may not be immaterial or irrelevant, but it sure as heck is incompetent. So I herewith and hereby suggest the formation of an anti "To-Tell-the-Truth" Club among everybody who sells. It would have only one paragraph in its laws and by-laws—to wit: "Never tell prospects or customers that you are telling them the truth."

■ And I think that some sales executives could get out a *really* necessary sales bulletin—something, unfortunately, that seems to be becoming too rare—by starting a bulletin with the warning: "To tell you the truth, the next man on this selling staff who remarks, 'I'll be honest with you,' or who uses any of its several variations, including 'To tell you the truth,' will be drawn and quartered."

None of this has a blessed thing to do with merchandising—to tell you the truth I was fed up with merchandising this week! #

Salesense in Advertising . . .

How Silly Can You Get?



By James D. Woolf
Creative Consultant

I am in receipt of the following letter from a Cincinnati advertising agency executive:

"The enclosed tear sheet of the Okonite Cable ad appeared in the March 14 issue of *Business Week*. To my way of thinking, it's the silliest thing I've seen in print.

James D. Woolf

"The ad takes an improbable situation and magnifies it beyond all reason. It's an insult to the intelligence of any business man.

"There certainly are hundreds of case histories and manufacturing superiorities that could have been used instead of this drivel.

"Is this the kind of stuff that comes out of the great advertising centers of New York and Chicago?

"I'd be interested in your opinions."

■ My opinion agrees with that of my correspondent.

It appears that the dirty-looking bum in the center of the picture not long ago was making $40,000 a year. "Friends," he says, "not three years ago I was happy and prosperous—the manager of a thriving cat food plant. I made $40,000 a year. I had three cars, a 30-foot cabin cruiser, a 20-room home in an exclusive suburb. *Today, all that is gone.*"

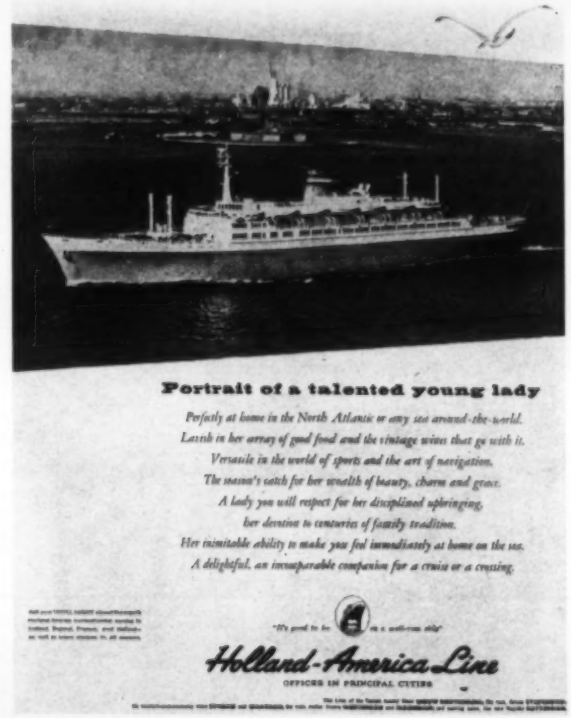
But, alas, disaster struck! Temptation ruined him. Instead of heeding his consulting engineers, who counseled using Okonite cable to supply power to the refrigeration equipment, he picked up some "bargain" cable from his brother-in-law because he got a break in the price.

The bargain cable couldn't handle the power load and it blew.

■ "Why dwell on what happened?" he asks. "Why re-live the screaming . . . the frantic mass charge of plant personnel for the doors and windows . . . the little acts of heroism that averted disaster . . . the

The Creative Man's Corner . . .

Talented Ship—Talented Copy


Portrait of a talented young lady
Perfectly at home in the North Atlantic or any sea around-the-world.
Lavish in her array of good food and the vintage wines that go with it.
Versatile in the world of sports and the art of navigation.
The season's catch for her wealth of beauty, charm and grace.
A lady you will respect for her disciplined upbringing,
her devotion to centuries of family tradition.
Her inimitable ability to make you feel immediately at home on the sea.
A delightful, an incomparable companion for a cruise or a crossing.
Holland-America Line
OFFICES IN PRINCIPAL CITIES

"Corporate image" and "product image"—these are terms you hear slung about with great abandon these days. We wonder why they weren't heard ten years ago. Twenty years ago. Certainly the great creative writers of those days knew, whether in their own terms or those of psychology, that human nature leans to anthropomorphism, to personalizing ideas and forces.

A ship, like a skyscraper, is—essentially—a structure. An achievement of engineering knowledge and skill. But she quickly becomes more than that. For once you voyage on a ship, you find yourself accepting her as, not just another home, but another city, another continent, another world.

As a result, we applaud this exercise in *vers libre* to interpret this particular Holland-America Line ship, the *Maasdam:*

Perfectly at home in the North Atlantic or any sea around-the-world.

Lavish in her array of good food and the vintage wines that go with it.

Versatile in the world of sports and the art of navigation.

The season's catch for her wealth of beauty, charm and grace.

A lady you will respect for her disciplined upbringing, her devotion to centuries of family tradition.

Her inimitable ability to make you feel immediately at home on the sea.

A delightful, an incomparable companion for a cruise or a crossing.

The layout and the typography, too, add to the imparting of a fine conception of Holland-America Line ships. This, we feel, is intelligently evocative advertising. #

CATCH 'EM WHEN THEY'RE READY TO BUY!

If you want to know why the men and women who read Better Homes and Gardens Idea Annuals are outstanding sales prospects, consider this:

"To put your idea into action you must take it to people who have the money and the desire to react. You must reach them in an atmosphere alive with interest and enthusiasm."

The outstanding success of Better Homes and Gardens Idea Annuals —like that of the magazine—has been built on the ability of BH&G's editors to create this stimulating atmosphere. And to attract the kind of readers who are willing and able to react!

NEXT ISSUE CLOSES: JULY 15

ON SALE: SEPTEMBER 22

RATE BASE: 450,000

A bookful of ideas that help sell home furnishings—new furniture arrangements, color schemes, window and wall and floor treatments for every room in the house.

Closes: June 15, 1959
On Sale: August 20, 1959
Rate Base: 165,000

Closes: August 14, 1959
On Sale: October 20, 1959
Rate Base: 550,000

Closes: October 15, 1959
On Sale: December 22, 1959
Rate Base: 225,000

Closes: November 16, 1959
On Sale: January 19, 1960
Rate Base: 165,000

Closes: December 15, 1959
On Sale: February 18, 1960
Rate Base: 135,000

MEREDITH OF DES MOINES

America's biggest publisher of ideas for today's living and tomorrow's plans

80,000 cats that took over the plant and couldn't be dislodged for a month . . . the summons from the Board of Health . . . the fine . . . the lawsuits . . . the loss of business . . . why?"

The upshot of it was that the wretched man was fired. He went downhill, lost his home, his boat, his membership in the Vasemere Country Club. Everything. Now he's a tramp.

"Friends," he pleads, "profit by my sad example. If *you* have vital circuits to install . . . make sure they give you Okonite Cable."

I agree with my correspondent that this ad takes an improbable situation and magnifies it beyond all reason. Especially incredible, I think, is the little item about 80,000 cats.

How silly can you get? #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Engineers and Advertising Men Can Become Potent Selling Team

What the design engineer tells the advertising man can be vital in development of good advertising. Are you getting the most help you can from the design engineers who work for your company or your client? If that's at all doubtful, show them the following letter to the editor which appeared in Machine Design and which lists six ways in which the design engineer can help assure effective advertising for his company.

Design engineers and advertising men, although often at odds with each other, share an interdependence, solve their problems in much the same manner, and, professionally, are interested in the same things: A product, and the need for advertising and sales effort.

These two commodities are, of course, interdependent. The engineer works from established fact and theory; the advertising man plans his advertising based on established market conditions and sales plans and uses established fact and theory in the field of communications to make his message effective. The engineer is interested in designing a better product than competition; the advertising man is interested in what makes the product better than competition, and why.

■ It's a fact that at least a portion of the advertising man's job is dependent upon information from the engineer who designed the product. The design engineer, however, works from information outside the knowledge and experience—if not the interest—of the adman.

Thus, the design engineer becomes an important member of the advertising team. He is the creator of the product. He knows more about it than anyone else. And, the first requirement in advertising is: Know the product.

In supplying information to the advertising man (the "word" engineer), the design engineer finds a new responsibility —supplying facts which the advertising department can use effectively in promoting the sale of the product. Here are six ways the design engineer can help assure effective advertising:

1. Include the advertising man in product-planning conferences. Call him into planning conferences. Make him a working member of the team. Since he'll have to know the market, product, etc., before he can do an intelligent advertising job, get him "wrapped up" in the product during early product planning. Encourage him to contribute whenever possible. You may be surprised how much he knows about engineering, marketing, sales, manufacturing, and customer service problems. He's in continual contact with these groups and may have worth while contributions.

2. Put yourself in the salesman's shoes. While designing the product, put yourself in the salesman's shoes. Consider the problems he'll be faced with in selling your product against stiff competition. Improve the product wherever possible, within the bounds of sound engineering practice, to give the salesman and the advertising man substantial customer benefits to discuss in selling your product. A "customer benefit" headline in an advertisement, as compared with a "brag and boast" headline, will average close to 65% better in "reader impact score."

3. Tell the advertising man what's "newsy." News information about the product, service, or company can be very rewarding in getting the sales story across to the reader. Advertisements using the "news" approach, generally, fare about 20% better in getting the message across than all other advertising approaches. This is especially true when the news concerns a new product, or news about an established product. Your tips concerning product news may also lead to fruitful news releases, special features, or signed articles for trade publications.

4. Tell him about the product. To prepare advertising and sales promotion materials, the advertising man must first know just about everything you know concerning the product. Don't hold back any information, no matter how insignificant you may consider it to be. It may turn out to be exactly what he needs. In any event, it is much easier to cut material than it is to stretch it, and your advertising man is trained in the art of sorting out facts. Here are some of the facts you can supply: What the product is, what it does, and why it does it better. Give case histories, testimonials, test data, component information, etc. Explain how it works; how easy it is to operate, install, service and maintain; details of construction, operating characteristics, ratings, weights, dimensions, applications, etc.

5. Tell him about competitive models. Competition in industry is keen, and your advertising man can do a better job if you supply him with all the facts available to you concerning the competitor's product. If possible, chart the important features of the product for particular industries and compare your product with competitive designs in this framework.

6. Be explicit in your statements concerning the product. One of the biggest problems of advertising men is obtaining explicit facts which have punch when they're put in advertising materials. Most engineers qualify their statements to a point where they have little value. Give your advertising department, within the bounds of truth, every bit of ammunition that will help your company outsell competition.

The design engineer and the advertising man may seem to be strange companions, but their different talents can be combined with profitable results.

William Allen Ternent,
General Electric Co., Western Springs, Ill.

Learning from the Retail Ads . . .

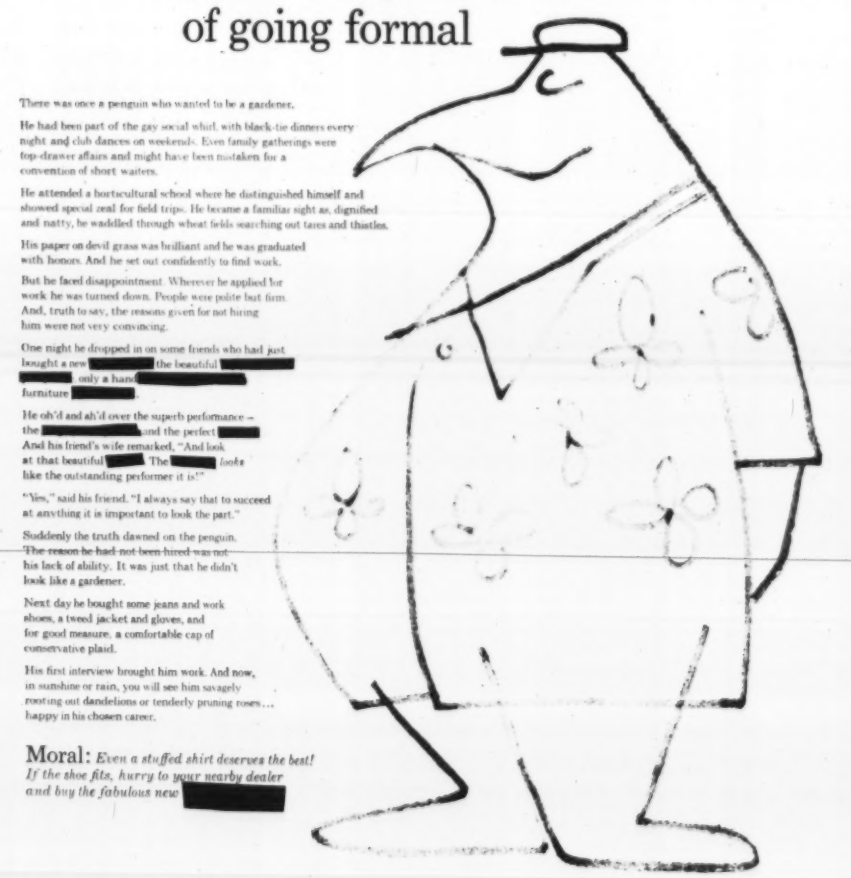
The 'Use This to Sell (?) Anything' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in retail advertising and advertising training.)

When this ad thrust its pot-bellied illustration beneath my eye, I had just finished dinner after a strenuous day—and was in a (more or less pot-bellied) mood for fun. I feel a little guilty using so expensive a creation so lightly, but man cannot live by bread alone.

If you would like a $10 prize, join me for a few minutes. Although this ad was signed by retailers, it is obvious that only an agency (I declare I believe so) could have used so much space to say so little on behalf of an advertiser. (Retailers are rarely sufficiently nonchalant to do such wasteful things without professional help.) Employes of the manufacturer whose money paid for this ad, and of the agency that created it, are not eligible for prizes in this contest. Anyone else is eligible but penguins of course, formal or informal.


Fable of the Penguin who got tired of going formal
There was once a penguin who wanted to be a gardener.
He had been part of the gay social whirl, with black-tie dinners every night and club dances on weekends. Even family gatherings were top-drawer affairs and might have been mistaken for a convention of short waiters.
He attended a horticultural school where he distinguished himself and showed special zeal for field trips. He became a familiar sight as, dignified and natty, he waddled through wheat fields searching out tares and thistles.
His paper on devil grass was brilliant and he was graduated with honors. And he set out confidently to find work.
But he faced disappointment. Wherever he applied for work he was turned down. People were polite but firm. And, truth to say, the reasons given for not hiring him were not very convincing.
One night he dropped in on some friends who had just bought a new [redacted] the beautiful [redacted] only a hand [redacted] furniture [redacted].
He oh'd and ah'd over the superb performance – the [redacted] and the perfect [redacted]. And his friend's wife remarked, "And look at that beautiful [redacted]. The [redacted] looks like the outstanding performer it is!"
"Yes," said his friend. "I always say that to succeed at anything it is important to look the part."
Suddenly the truth dawned on the penguin. The reason he had not been hired was not his lack of ability. It was just that he didn't look like a gardener.
Next day he bought some jeans and work shoes, a tweed jacket and gloves, and for good measure, a comfortable cap of conservative plaid.
His first interview brought him work. And now, in sunshine or rain, you will see him savagely rooting out dandelions or tenderly pruning roses . . . happy in his chosen career.
Moral: *Even a stuffed shirt deserves the best! If the shoe fits, hurry to your nearby dealer and buy the fabulous new* [redacted]

■ In this seven-column ad I have covered only 15 or 20 words of copy, and cropped the signatures and a row of thumbnail pictures at the bottom.

All you have to do is make up words or phrases to fill the blank spaces in the 6th and 7th paragraphs, as the ad may be used for almost any product or service on earth.

Three first (mind you) prizes will be awarded for the most unlikely but congruous sets of fill-ins. How can I afford to be so generous? When I have the answers available, I will sell this ad (it is not copyrighted) to three or four of the big retail mat services, together with a list of the unnumbered likely and unlikely things it may be used to promote. I will ask a small royalty from each running on any item. One day it runs to "sell" bobby pins, another to "sell" electric organs, another to "sell" lawn mowers, still another to "sell" bale elevators or egg beaters. In a few years I can be independently wealthy, for there is nothing for which this vast amount of impressive-looking creative work cannot be used, any season, or any year, in any community. The only drawback lies in the obvious fact that such an ad should be used only for merchandise about which there is nothing really worth saying.

Oh yes, the prizes. I have a few copies remaining of a whopping 11x14", 300-page portfolio I published several years ago, titled "YOUR ADVERTISING—FORCE OR FARCE." It reproduces several hundred retail ads (more or less) with brilliant (more or less) comment. It was very successful, made a nice profit—still sells nicely at $10 a copy and is an impressive book to have on your desk, for the $10 price is plainly printed on its bright red cover. Obviously anyone who appears to have paid $10 for a book is an impressive person.

I have put aside three of these volumes, and the contest will close a month after this ad appears in AA.

P.S. Hint: No, it isn't an ad for sport shirts, pajamas, or a reducing machine. Incidentally, I will be the sole judge. I am strictly objective and impartial. Except maybe for blondes.

P.S. 2. If the editor should ask you what you have learned from this contest (see heading above) tell him you learned to create one ad that can be used universally. Or that you learned *not* to. Either way. He's used to unimaginable opinions. #

ALBERT GOMMI

© THE CHAMPION PAPER AND FIBRE CO., 1959

For maximum number of salable reproductions

More crisp, clean, salable impressions are a built-in characteristic of Ariel Bond. Lies flat, feeds smoothly at high speeds, performs equally well on small offset duplicating equipment or large multi-color presses. Offering uniform quality, good strength and erasability, Ariel Bond is the multi-purpose favorite for general office work, from routine forms to serviceable letterheads.

ARIEL BOND
BY CHAMPION

CHAMPION PAPERS

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

ARIEL BOND by Champion is designed to meet exacting business requirements. Champion also makes quality coated and uncoated papers for books, magazines, envelopes, labels, boxwraps, greeting cards, business forms, tags, tablets, food packaging and many other uses.

THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO

District Sales Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas, and San Francisco. Distributors in every major city.

CHAMPION SETS THE PACE IN PAPERMAKING

From an Art Director's Viewpoint . . .

Impact Minus Confusions

By Andy Armstrong

Cigaret advertising in general has reached one of its periodic recessions to a flat, low-interest level—a plateau in reverse. Chesterfield's adventure stories in multi-frame layout look pretty much like old Camel ads, back when Camel looked like Canadian Club. The filter group risks sterility through its preoccupation with the mechanics of filters, as in Winston and Tareyton, while Marlboro often mistakes the G.A.R. for a model bureau, and Viceroy grinds out re-runs of a single layout in which only the faces change, although not appreciably, from ad to ad.

Andy Armstrong

In menthol, Oasis has diluted the nice guy-and-gal-in-landscape photo that Salem showed us first (which in turn gave echoes of Sweetheart soap), while Kool, as you would expect, shows twosomes against kool vistas where white space tends to confuse itself with snow.

■ Over in the toilet paper field, if you can call it that, only one other advertiser appears with enough regularity to give a reader the idea that Northern has competition. But Scott pushes everyone's gullibility to the vanishing point, for who in the world will believe that t.p., like diamonds, is forever?

Against this background of small invention and weak reader-involvement, Lucky and Northern hit the hungry eye like vichysoisse shot from guns. Their impact takes a little time to absorb. Lucky shows an unexciting, unexcited photograph of quite ordinary people at their jobs, while Northern seems to aim at the type of consumer who sends a quarter plus postage for a reproduction of a child-with-cat pastel. But, again like vichysoisse, the longer you stay with these two ads, the more impressive they get.

The quiet strength of each is in the fine collaboration, not between picture *content* and copy—although it is there—but between picture *feeling* and copy. "Honest Taste" says Lucky, under a photograph radiating the honesty of people engrossed in their own activity, none of them distractingly handsome, none of them mugging to force the plot. "Softness" whispers Northern, while the little girl and her kitten drift toward you, softly, through a mist of blurry pastel.

■ These ads go beyond the axiom in the ad-maker's manual that the picture should illustrate the headline. Here the picture *is* the headline, not only in its subject matter, but in its entire atmosphere. #

What It Takes to Be a Copywriter, as Told to an 11-Year-Old

When Faith McMillan, 11, a sixth-grade pupil in Wellesley Hills, Mass., was assigned to write a paper on her chosen career (a big assignment for a little girl), she decided it was copywriting and wrote for information to Mrs. Margaret Bailey, free-lance Boston copywriter. Faith received the reply reproduced here. Her father, Robert L. McMillan, a vp of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston agency, decided that the letter summed up the requirements of a copywriter so well that it was worth passing along to AA readers. The editors agreed.

Miss Faith McMillan
Wellesley Hills, Mass.

Dear Faith:

I was delighted to receive your nice letter and very flattered to have you ask my help with your career project. I am quite accustomed to discussing the requirements of a copywriter with graduates of high school or college, but an inquiry from a lady as young as you are is most unusual.

Now to your questions: The educational requirements of a copywriter vary widely if one may judge by the education of those men and women who are working successfully in the field today.

Since I know of no dependable statistics compiled on this question to quote from, I shall have to give you an answer based on personal observation.

Almost all of the most respected copywriters are either graduates of colleges or universities or have had the benefit of at least several years of formal education beyond high school. Most of the graduates have earned their degrees in liberal arts with a major study in English. Some copywriters have, in their educational background, an above-average knowledge of psychology, art, sociology and drama—any one or all of which contribute most helpfully to the treasure of information on which a copywriter must draw in the performance of assignments.

■ In the past ten years, many specialized advertising courses have been offered to the prospective copywriter. Unfortunately, the greater number of these courses are taught by teachers with only a textbook knowledge of the subjects. The few specialized courses respected by the advertising profession are those whose instructors are practicing advertising people who devote a portion of their time to teaching.

Of course, Faith, there are today, and there always will be, I'm sure, successful copywriters whose formal education ended at high school graduation, but almost always, these exceptional people are dedicated students of many areas of knowledge which they explore, and even master, by themselves through wide reading. In general, a person planning to be a copywriter prepares best by completing as much formal education as possible (short of graduate degrees) in the liberal arts field, concentrating on grammar, creative writing and literature.

DRAWTHINKS
The COPYWRITER'S Art Course by Pinson
THE FELTWARMER ACCOUNT! WHAT A PLEASURE TO BE BACK ON THIS ONE AGAIN! MAN, DO I LOVE IT!
HELEN ALWAYS SAYS TO ME: "SID, WHY IS IT YOU LOVE TO WORK ON FELTWARMER? WHAT'S SO DIFFERENT...
..ABOUT IT?" "INVARIABLY," (I ALWAYS ANSWER), "INVARIABLY, MY COPYWRITER PARTNER ON FELTWARMER...
...IS ABLE TO GIVE ME MORE WASTEBASKET TIME! EVERYBODY PROFITS, ESPECIALLY FELTWARMER
NEW
FRESH
AMAZING

Think of all the time you spend looking out the window. (Girl-watching, parades, weather, wotinell *is* the big attraction?) Your ole art buddy, bless 'im, may not even have a window to look out of, so he looks in the wastebasket for inspiration. (Why not? That's where some of the best ads of all time have ended up!) Give him as much wastebasket time as you want window time. This means give him your roughs and ideas and discussion time *early*, before the printer is breathing down your collective necks. While he is working on the layout you gave him, you can be noodling out the finer points of body copy, subparagraph B, on your trusty ole machine!

The responsibilities of a copywriter vary according to the type of position involved, but, in general, a copywriter's assignments are concerned with the actual writing of material for advertisements, radio and television commercials and scripts, booklets, folders, speeches and, sometimes, the lyrics for singing commercials or jingles.

■ Of course, since any writing must be preceded by thought, plan and a knowledge of the subject to be written about, a copywriter must be able to think logically as well as creatively. A copywriter is responsible for knowing as much as possible about the product to be sold, the company that makes the product, the stores that will sell the product, the consumers who will buy the product, the way in which the product will be used, all of the important competitive products in the market and the media in which the advertising will appear. (The word, "media," refers to magazines, newspapers, radio, television, posters, car cards, display boards, even skywriting . . . in fact, everything *in* which, *on* which, or *over* which advertising is presented to the public.)

■ The job of copywriter is suited to either a man or a woman, each sex generously represented in the advertising field today. It is interesting to note that this particular job opened up for women the first opportunity to attain an executive level position in the advertising business. Many advertising authorities believe that a woman copywriter has a natural advantage, because of her sex, in developing effective advertising copy for products or services to be sold to women. In the same way, a man copywriter is often preferred to prepare the advertising copy for strictly technical products to be sold to men.

You will find copywriters in the following types of businesses, primarily:

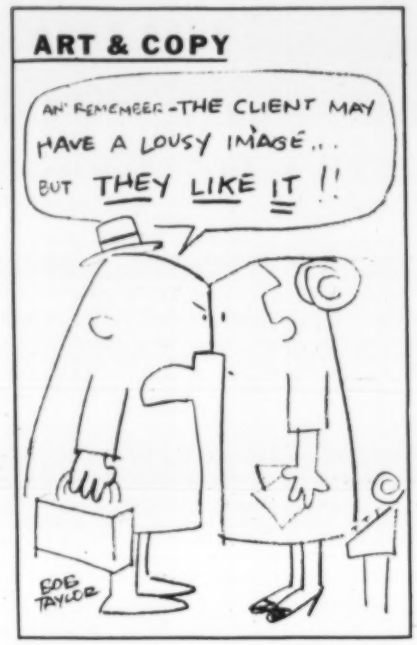
1. Advertising agency.
2. Advertising department of almost any type business of a size to require a large quantity of promotion material and advertising (excellent example: retail department store).
3. Radio and television broadcasting station.
4. Publicity and public relations firms.

■ Today, the starting salary for a young copywriter (usually called a "cub" in the advertising business) can be as low as $50 a week or as high as $75 a week, depending on the city being considered. For example, New York salaries are always higher than most other cities, often twice as large as are Boston salaries for the same type of position with comparable responsibility.

However, a talented, hardworking young copywriter in any city will find greater opportunity for salary increases in a relatively shorter time than that found in many other fields. This is true of many creative fields, of course, where unusual native talent and ability are recognized and rewarded without having to await the long period of gaining experience.

I hope my answers to your questions will help you with your project and I hope you will call on me for any information I might be able to supply in addition to that in this letter.

Margaret M. Bailey



What They Were Saying 25 Years Ago . . .

Stuart Peabody, director of advertising and commercial research of Borden Co., in a speech at a Modern Packaging dinner honoring winners of a design contest (AA, March 17, 1934):

"It seems to me there is, or should be, a direct connection between dress and package design. I don't mean that manufacturers should change their labels and containers as often as the ladies drop old styles for new, but surely it would be sound practice every few years to cast a critical eye over all designs and to make sure they are in harmony with trends in dress, architecture, furniture and art."

Deems Taylor, opera composer and radio personality, addressing the Sales Executives Club of New York (AA, April 14, 1934):

"Every time I venture to criticize an advertising campaign, one of my numerous advertising friends comes back with the same answer: 'Yes, but you are a man of exceptional intelligence, and we are not directing our campaign at your type of person. If we did, we wouldn't sell anything.'

"If the United States were populated 100% by the type of people to whom the average advertising and sales campaign is directed, not a train nor an automobile would move, houses would burn down, and the whole land would go up in flames in 24 hours, because it would be run by a nation of children.

"Granted that some campaigns should be for the 13-year-old mind, I think you ought to go up to 19 years sometimes."

Headlines in Advertising Age (AA, April 14, 1934):

"Gear Shift on Outboard Motor Featured."

"Norman Thomas Sees No Value in Advertising."

"Radically Different Bathtub Is Developed by Standard Sanitary."

Albert G. Wade, Wade Advertising Agency, Chicago, in a letter to the editor (AA, April 21, 1934):

"'Uncle Ezra,' the newest addition to the Alka-Seltzer [radio] programs, has started off with a bang. Today 7,000 requests came in from yesterday's 15-minute skit."

Gilbert Russell, in a series of articles in Advertising World, British publication (AA, April 21, 1934):

"Our fellow creatures as depicted in the advertisements are seldom the fellow creatures amongst whom we live. They are of a world apart, the advertising world. And in this advertising world all men must be handsome and brave and have over-developed chins and an overdressed appearance. And all women must, even though they are handling a vacuum cleaner or cooking with a new brand of suet, look as if they had that moment stepped out of the very front row of the chorus."

An editorial on advertising by John M. Siddall, taken from a 15-year-old issue of American Magazine (AA, April 28, 1934):

"Twenty-three years ago Coxey's army marched to Washington. All the papers were full of it. Mention Coxey to anybody over 35 years old and see the understanding in his face. Know Coxey and his blooming army? Well, I should say so! Now try Coxey on men and women in the twenties. Just try it. It will open your eyes. Coxey? Who the blazes is Coxey? Looks of confusion and ignorance.

"Coxey, you see, quit advertising. That is, the Coxey publicity ceased. And the world has filled up with people who never heard of him. Millions and millions of them.

"That is the way with some advertisers. They speak up a few times and then go back to their factories. There, by George, we've told 'em! And then old Father Time begins to work. And the undertaker. And the parson armed with a marriage license. And the baby carriage. And rheumatism. And, first you know, the world is peopled with new bosses, new buyers and new housekeepers who never heard of you. Incredible! What!—never heard of *me*? No, never heard of *you!* Sorry to disappoint you."

C. Ralph Bennett, Syracuse, N. Y., in a letter to the editor (AA, April 28, 1934):

"It makes me feel good to see advertising help so deftly get a lady's number as here, from Christopher Morley's 'Human Being':

" 'Daisy's hair of brief rippled brass, her agate eyes, her large resources of white skin, were peculiarly impressive to those who knew her slightly. Like a good advertisement, she had plenty of white space . . . ' "

George Jean Nathan, an editor of The American Spectator, in an AA interview in which he suggested that the advertising business be turned over to women (AA, April 28, 1934):

"As 90% of advertising seems to be directed to women, what is more natural than that women should write the advertising. Men botch all their relationships with women, anyway, and there is no reason to believe that in writing advertising to women consumers they would not make a sorry mess of it."

John Murray Gibbon, publicity director of Canadian Pacific Railway, addressing the Advertising Club of New York and declaring that commercial art doesn't dampen creativity any more than so-called fine art (AA, May 19, 1934):

"Practically the whole of the religious art of Greece, of Egypt, of the Middle Ages and of the Renaissance had a publicity character, the sculpture and paintings being commissioned by church orders, Pharoahs or religious patrons to popularize some dogma or phase of religious belief which required emphasis.

"The great European monarchs who desired to impress their subjects and their neighbors with their magnificence relied heavily on the skill of court painters. A portrait by Titian was used to advertise the attractive appearance of Philip II by his father, the Emperor Charles V, in pressing Philip's successful suit with Mary, Queen of England. The portrait served as a direct mail advertisement, and it got the business."

Victor G. Paradise of Frazier, Jelke & Co., member of the New York Stock Exchange, explaining why he printed the text of the Declaration of Independence in an ad in Washington newspapers in protest against a stock control bill (AA, May 19, 1934):

"First, because legislative and administrative tendencies in Washington suggest that too few of our elective representatives are familiar with the principles enunciated in the Declaration of Independence.

"Second, because it seemed timely to offer contradiction to the apparent New Deal philosophy that engaging in business for profit is unlawful; that criticism of administration policies is *lese majeste;* and that all protests against intolerant legislation are motivated by greed and selfishness."

W. C. D'Arcy of D'Arcy Advertising Co., in a speech at the 17th annual meeting of the American Assn. of Advertising Agencies (AA, May 26, 1934):

"We stand on the verge of a national nausea induced by a wave of ill-considered advertising. I do not for a minute deny that spectacular tactics can be effective; I merely insist that they can also be decent. No man can tell me that the way to sell a man a painting job on his home is to tell him he ought to be ashamed to live in such a lousy hovel, that all the neighbors point to him with shame, and everyone talks about it behind his back."

Alice L. Edwards, executive secretary of the American Home Economics Assn., at the Four A's meeting (AA, May 26, 1934):

"May we not hope that advertisers will change the nature of advertising from the psychological to the informational appeal? This would mark a new period of development in advertising and would help both the advertiser and the consumer in a changed economic world."

Copy in a newspaper ad by the Los Angeles Brewing Co., distributor for Continental Distilling Corp. (AA, May 26, 1934):

"In the chaos after repeal so many inferior whiskies with a 'blended' label have come on the market that to many people the term is generally misconstrued. Scientists show that blending of pure, scientifically aged whisky with pure neutral spirits makes a more desirable drink than the old process whisky—because they have found that it contains much less fusel oil than most straight whiskies.

"Before prohibition 80% of whisky consumed was blended, because most people preferred a pure *honest blend*—and that condition is returning."

W. B. Pitkin, professor of journalism at Columbia University, addressing the Chicago Federated Advertising Clubs (AA, May 26, 1934):

"As consumers, the younger generation has almost passed out of the picture. There is an astonishing number of young men and women in this country who don't want homes and an even larger number who don't want jobs!

"They have missed the basic satisfactions of life. They have enjoyed neither jobs nor homes in many cases; and as a result it must be said that they have failed to hold the self-respect which is the heritage of the average American." #

Meet a Hamilton, Ontario

STEELWORKER

LILLIAN WIECZERZAK is a bona-fide lady steelworker. She's employed in the Tin Mill Division of STELCO'S mighty Hamilton Works. Lillian represents 82,900 prosperous industrial workers in Metropolitan Hamilton, where industry is booming as never before.

Look at the facts:

- The Steel Company of Canada, this country's largest primary steel producer, will this year, complete a new $28 million Bloom Mill, as part of a continuing expansion program.
- The Hamilton Harbour Commission and private industry have jointly launched a $20 million harbour expansion program scheduled for completion by 1961.
- The Ontario Hydro Commission is currently undertaking the erection of a $250 million Steam Generating Station on the eastern shores of Hamilton Harbour.
- The gigantic new $20 million "Skyway Bridge" is now complete.
- Canada's first university nuclear research reactor is now being built at a cost of $1,900,000 on McMaster University's campus.

Industrial expansion proposed in Hamilton is forecast at over $200 millions . . . with future government and municipal expansion programs totalling nearly $100 millions in addition.

These are just a few of the many good reasons why Metropolitan Hamilton, according to latest Sales Management figures, can boast retail sales of $317,239,000.

Metropolitan Hamilton has a population of more than 350,700. To cover Hamilton you *must* use the SPECTATOR. The SPECTATOR sells more newspapers than there are homes in this booming metropolitan area. Out of more than 100,000 circulation, over 83,000 papers are bought daily in the Hamilton City Zone, compared with 82,000 plus families.

FREE MARKET INFORMATION

Ask your Southam representative for a free booklet featuring complete, up-to-date market information on Hamilton—Canada's fifth largest city.*

**D.B.S.—1956*

OTTAWA *Citizen* **HAMILTON** *Spectator* **NORTH BAY** *Nugget* **WINNIPEG** *Tribune*
MEDICINE HAT *News* **CALGARY** *Herald* **EDMONTON** *Journal* **VANCOUVER** *Province**

*Published for Pacific Press Ltd.

TORONTO—The Southam Newspapers, 388 Yonge St., K. L. Bower, Manager
MONTREAL—The Southam Newspapers, 1070 Bleury St., J. C. McCague, Manager
GREAT BRITAIN—F. A. Smyth, 34-40 Ludgate Hill, London E.C. 4, England
UNITED STATES—Cresmer & Woodward Inc. (Can. Div.), New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta

GO-6664

IN CANADA YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

950,000 READERS
OF THE
New York Journal-American
ARE IN CAR-OWNING FAMILIES
...240,000 more than the second evening paper

From N.Y. Daily News "Profile of the Millions" 1958

Aiming Part of Colgate Swiss Stakes Push at Chain Ad Managers Pays Off: Tabibian

NEW YORK, May 5—Colgate-Palmolive Co. left no supermarket ad manager unturned in efforts to merchandise its current Swiss Stakes contest, and it has paid off handsomely, according to the company.

"We developed a special campaign for the ad manager to supplement the regular efforts of our salesman," Edward Tabibian, merchandising manager of the household products division, explained. "We are positive that this has been largely responsible for the excellent support we have received in store advertising and merchandising."

■ The Swiss Stakes promotion, extensively advertised in magazines and television, offers 30 one-month expense-paid vacations in Switzerland as major prizes.

The buildup with advertising managers started six weeks before the contest opening last month, with a series of six individually addressed letters from Switzerland. They were signed by managers of resort hotels where the prize winners will stay and included special souvenirs.

Because of these weekly missives, the ad manager was well alerted to the contest's possibilities by the time he was called in to discuss it with buyers and merchandise committees.

Special Swiss calendars, running from June, 1959, to May, 1960, were awarded to those giving outstanding advertising support.

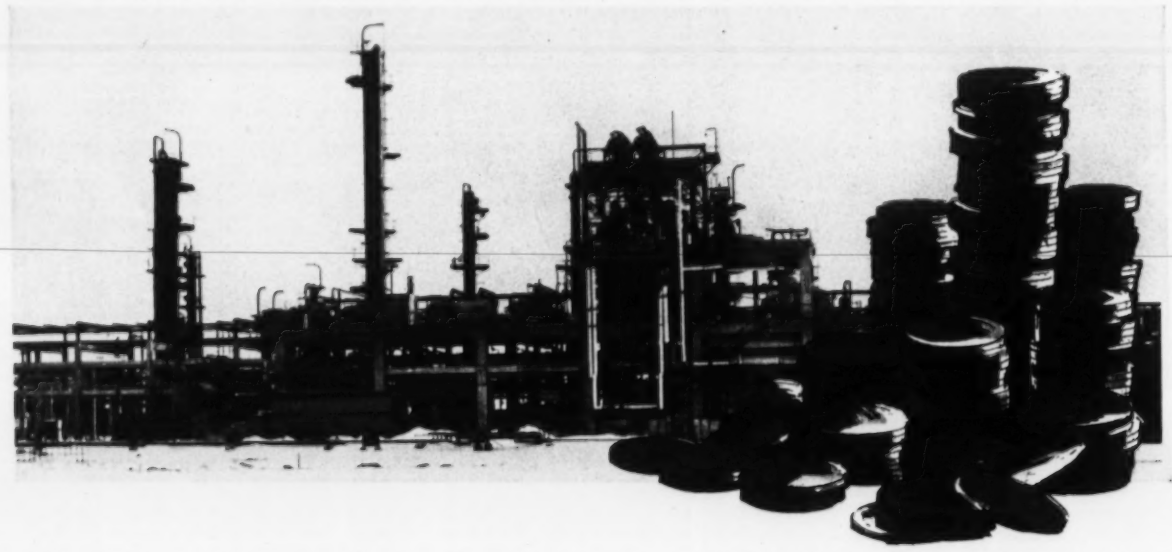
A secondary program, also aimed at the advertising manager, is a news-making project to spotlight Switzerland as a vacation center. This is being conducted with the assistance of Swiss-interested groups like Swissair, Swiss Travel Bureau and Switzerland Cheese Assn. One of the tie-ins was developed with the help of Radio City Music Hall, where a group of 30 native Swiss performers are staging a month-long engagement.

■ "The music hall has allowed the back cover of its program to be used for an ad on the contest and is permitting us to help it with news and picture stories, as well as radio and tv appearances for the performers," Mr. Tabibian said.

"Early returns indicate that this recognition of the increasingly important role of the advertising manager of the chain and independent food store is paying off in greater store traffic and sales," he concluded. #

Another BLUE CHIP
investment in Bay City, Michigan

Dow Chemical completes a multi-million dollar complex of plants in Bay City



The Bay City growth story completes another chapter this June as two new plants of Dow Chemical go "on stream". Going into production are the new petrochemicals plant and the linear polyethylene plant which were started by Dow in 1957. Anticipated polyethylene production capacity is 30 million pounds of high-density material which will boast a usable range from 80 degrees below zero to 250 degrees above. Production information has not been released on the petrochemical plant, however it is known that distribution will be by water and rail to customers while some material will go by pipeline to Dow in Midland.

Joining other local operations of Dow, these new plants form the nucleus of a production complex which will grow with the Seaway development in Bay City. Many of Dow's great production centers have relied on water transportation and it is anticipated that the St. Lawrence Seaway development will contribute to Dow's growth in Bay City.

Dow is just one facet of the Bay City growth story. The St. Lawrence Seaway project has contributed greatly to the growth picture of Defoe Shipbuilding, Consumers Power Company and many other concerns. Construction figures reach all-time highs as Bay City builds for the future.

Yes, the Bay City market is solid, prosperous and growing. Worth a blue chip advertising program.

Your advertising covers the market through a single medium, The Bay City Times. It takes your message to 85% of the families in Bay County. Put The Bay City Times to work for you.

THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Three Salt Lake City TV Stations Sue Idaho Microwave

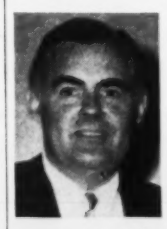
SALT LAKE CITY, May 5—The right of community antenna systems to pick up programs broadcast by tv stations will be tested in court as a result of an action filed here by three Salt Lake City television stations.

The stations—KUTV, KTVT and KSL-TV—claim Idaho Microwave Inc., Twin Falls, plans to pick up their broadcasts and use them for commercial purposes without their consent.

Douglas A. Anello, chief counsel for National Assn. of Broadcasters, said the case provides an opportunity to determine property rights in signals transmitted by tv stations. #

AANR Elects Meeker President, Sinding VP

Herbert R. Meeker, Scolaro, Meeker & Scott, New York, has been elected president of the American Assn. of Newspaper Representatives.

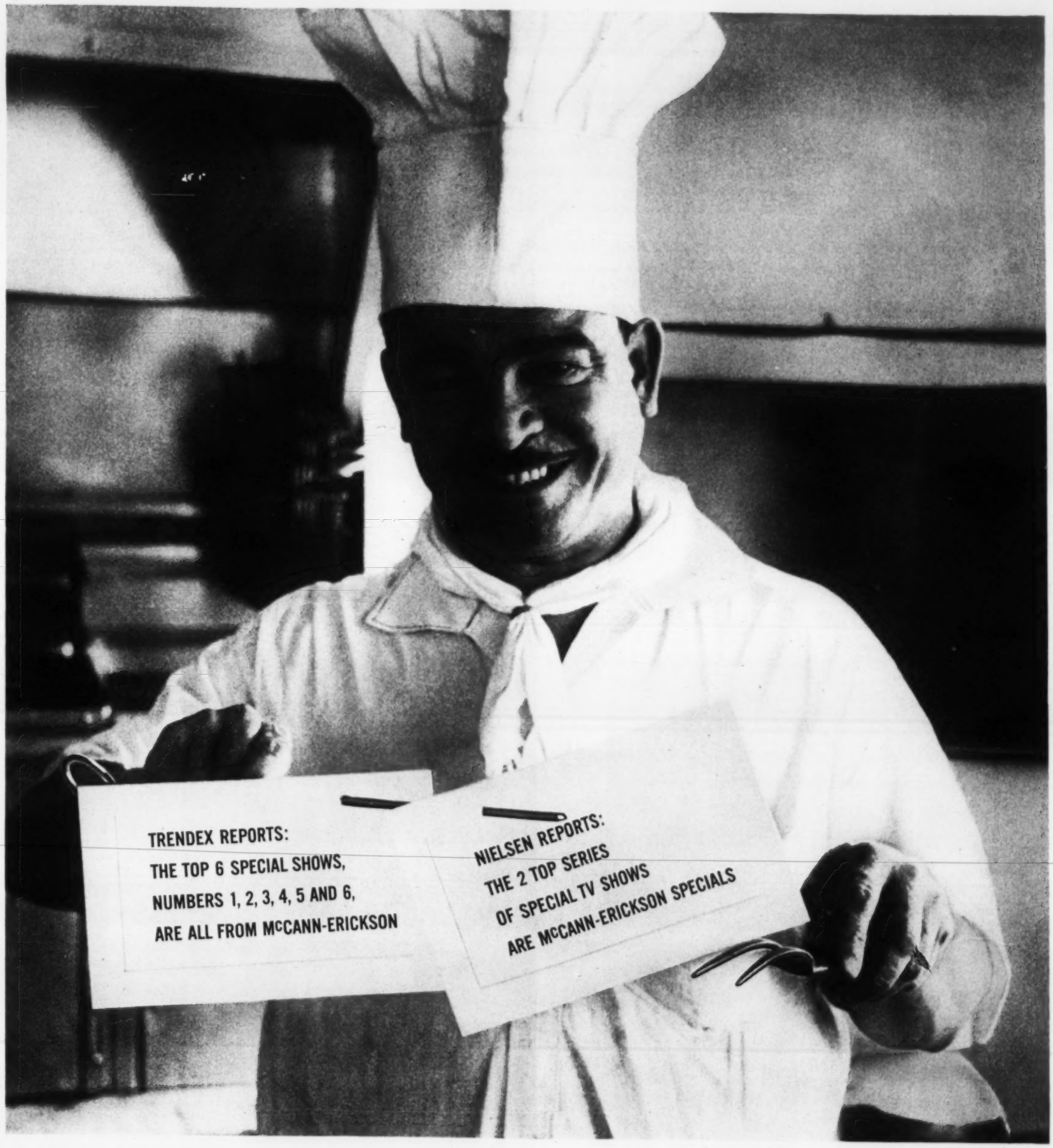


Herbert Meeker

Thomas A. Sinding, Johnson, Kent, Gavin & Sinding, is the new vp. Frank H. Carpenter, Jann & Kelley, was named treasurer, and John C. Smith, of Gannett Advertising Sales, was elected secretary.

Price & Price Gains Six

Price & Price Inc., Pittsburgh, has acquired six new accounts: B. T. Babbitt Co., New York cleaning agent manufacturer; Commonwealth Sanitation Co. and its Termitol division; J. P. Devine Mfg. Co.; Pittsburgh Commercial Heat Treating Co.; Pittsburgh Wire Form & Mfg. Co. and Pride Mfg. Co.


TRENDEX REPORTS:
THE TOP 6 SPECIAL SHOWS,
NUMBERS 1, 2, 3, 4, 5 AND 6,
ARE ALL FROM McCANN-ERICKSON
NIELSEN REPORTS:
THE 2 TOP SERIES
OF SPECIAL TV SHOWS
ARE McCANN-ERICKSON SPECIALS

Specialty of the house

No matter how you measure it, you'll find McCann-Erickson the number one agency in the important business of making special shows.

If Nielsen is your yardstick—the two top ranking series of TV specials in the 1958-59 season were both produced for McCann-Erickson clients: the Lucy-Desi shows for Westinghouse and the Bob Hope shows for Buick.

If Trendex is your yardstick—the top six special shows of the year (as reported in a recent issue of Variety) were all done for McCann-Erickson clients.

But more important than ratings alone . . . *these special shows were tailored to answer special client objectives. This, we believe, is the real responsibility of an agency.*

The point is . . . *when you help to build shows creatively . . . and when you make sure that showmanship is geared to salesmanship, then and only then can you realize how potent a medium television can be.*

What is a "LION"?

He is a business or professional man . . . a civic leader . . . a sports and hobby enthusiast . . . a family man, age 45 . . . and an active member of Lions International. With an average income of $12,370 (median income: $11,200), and key executive position (74% are presidents, corporate officers or business owners), he has the means and authority to buy! His full potential as your customer is attractively presented in the booklet, "Captive—but Not Caged". Write or phone for your copy today.

THE *Lion* MAGAZINE | 209 North Michigan Ave., Chicago 1
Telephone: ANdover 3-2500

Union Publishes Handbook

The fourth edition of the *Official Directory of Union Products & Services*, a handbook listing union-made products and services classified by industry, trade and service, has been published by the Union Label & Service Trades department of the New York State AFL-CIO.

Hawthorn Names Lilienfeld

Hawthorn-Mellody Farms Dairy, Chicago, has appointed Lilienfeld & Co., Chicago, to handle its Cleveland and Kansas City divisions, which billed an estimated $9,000 last year. Grant Advertising, Chicago, was the former agency. Lilienfeld now handles the entire Hawthorn-Mellody account.

E. A. Nelson Joins Korvette

Eve Amigone Nelson, formerly with Meyer Bros., Houston, as vp and sales promotion director, has joined E. J. Korvette Inc., New York, as sales promotion director, a new position.

Cooper Warns Stations on 'Razzle Dazzle' Auto Copy

CINCINNATI, May 5—Deceptive and unbelievable ads written by radio and tv station copywriters are robbing auto dealers of profits and hurting sales instead of helping them, a car dealer ad specialist charged here last week.

In a talk to the Ohio Assn. of Broadcasters, Walter B. Cooper, chairman of the National Automobile Dealers Assn.'s advertising ethics committee, warned that both the dealers and consumers have reached a saturation point on "razzle-dazzle" broadcast ads for car dealers. And many dealers have already learned, he told the broadcasters, that sales volume can survive fairly well without such ads.

■ "I think it is because the copywriters know so little about the operation of a dealership that they resort to creating razzle-dazzle carnival appeals built around absolutely misleading and deceptive claims," he said. "I suspect that many of your copywriters believe their sole function is to create appeals to build floor traffic," he added.

The price appeals, which he blamed on the copywriters, are responsible, he said, for the fact that the average dealer last year made only 0.8% on sales before taxes, or 4¢ on every $5 transacted, according to NADA figures.

Actually, he went on, the auto dealer "has much to offer the American public. He doesn't have to resort to price cuts, discounts, over-allowance, high trading and all the other junk you and your fellow media people are thrusting on an innocent public.

■ "In its 'innocence'," he asserted, "the public has ceased to believe this junk and has, without being able to explain it to themselves, recognized the lies for what they are."

"We dealers, long before you, know when the public ceases to believe the advertising we purchase from you," he told the broadcasters.

"If an announcer came into my living room and screamed as they do on radio, I would call for the men in white coats and take the man to the nearest insane asylum." Such advertising, he emphasized, "degrades the product, manufacturer and seller alike."

"I regret to remind you," Mr. Cooper told the broadcasters, "that dealers tell us that when they discontinue advertising in media which adhere to no standards for the copy they use, their sales are not affected in the least by the discontinuance of the advertising."

■ What broadcast ad copywriters need most, he said, is an understanding of advertising as a service—a concept he said he remembers hearing expressed by a newspaper space sales representative.

"If advertising is to be made powerful," he asserted, "it must be made a service. Service begins with understanding, and I have a feeling that much can be accomplished when you make sure that you truly understand the automobile dealers and their operations—and especially their needs to earn a legitimate profit." #

Worthington to 'TV Guide'

Thomas J. Worthington, formerly with General Electric Co., has joined the New York sales staff of *TV Guide*.

Thiele Joins 'Redbook'

William H. Thiele, formerly with *American Home*, has joined the Chicago sales staff of *Redbook*.

Makes a complete self-sticking display out of any printed piece!
try a Snow Cone!
GOOD WITH Coca-Cola
Kleen-Stik®
Pressure Sensitive

"D" TRANSFER TAPE

TO MAKE SURE your P.O.P. displays get put up and *stay up*, add the self-sticking "magic" of Kleen-Stik "D" Tape! This modern, moistureless adhesive can be applied by your *regular printer* as part of the printing job. On your next display, specify Kleen-Stik "D" Tape to make 'em go up *faster* . . . stay up *longer*.

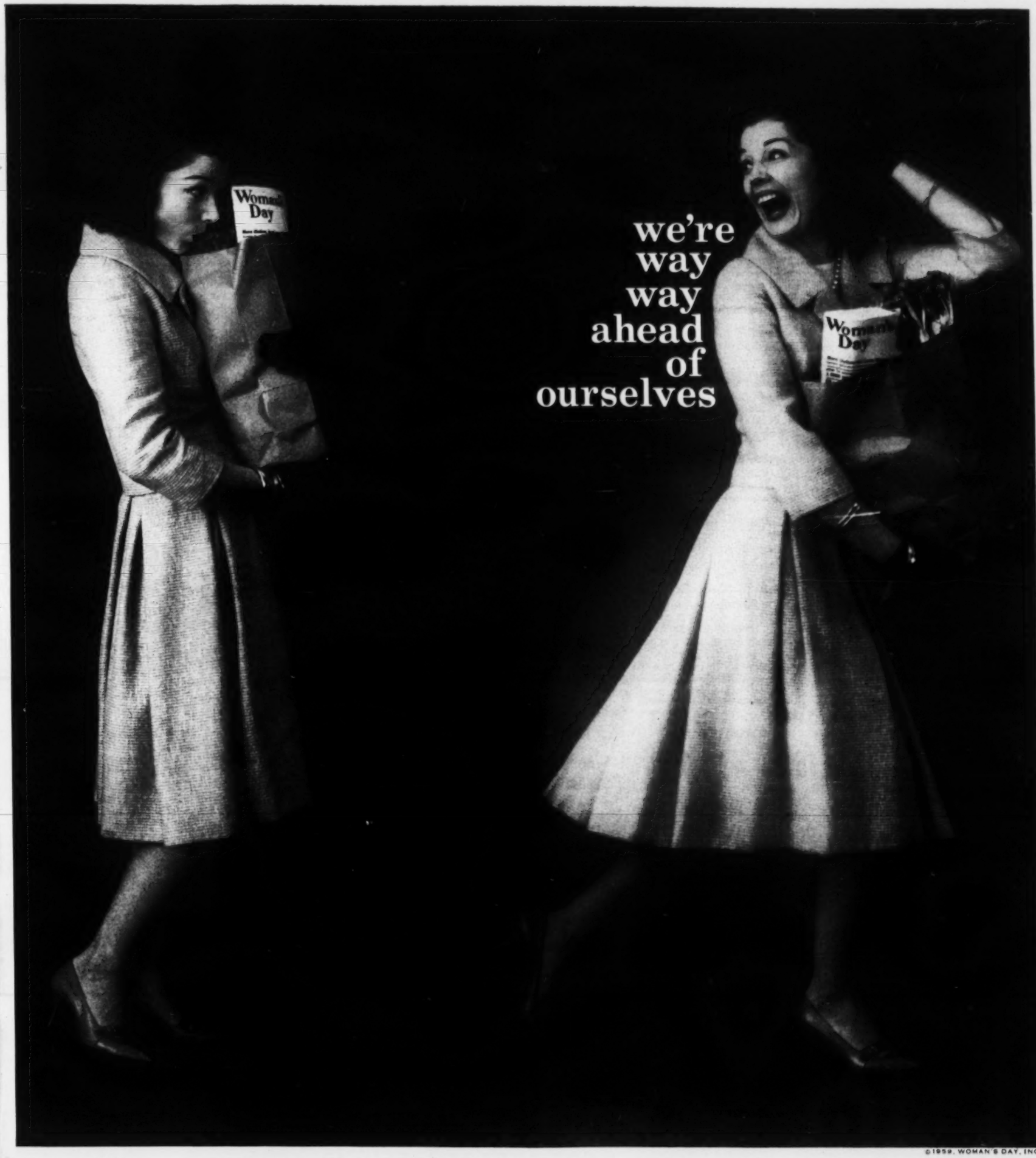
All these famous Kleen-Stik benefits!

- **Needs no water,** glue, tacks or gummed tape
- **Sticks tight** on any hard, smooth surface
- **Easy to apply** —just peel and press
- **Available** in ½", ¾", and 1" widths

SEND FOR INFORMATION AND SAMPLES OF THE INDUSTRY'S MOST COMPLETE LINE OF PRESSURE-SENSITIVE PRODUCTS

kleen-stik® PRODUCTS, INC.
7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

1934-1959 . . . 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!



©1959, WOMAN'S DAY, INC.

April's 4,330,000 circulation passes all expectations!

Talk about dynamic growth! Woman's Day's April circulation not only exceeds our current rate base of 3,600,000 —it's within a whisker of the new rate base of 4,350,000 which does not become effective *until next September*.

Figures have been racing ahead like this at Woman's Day ever since we announced our new distribution policy in July '58. And from the way things have been going you can still bank on a big bonus every month *from now on*.

To date, over 9,000 supermarkets are in Woman's Day's ever-expanding distribution network. The stores love it. And if you saw the mail that pours in every day you'd know the women love it, too. We're getting letters of praise from women who have discovered the magazine for the first time—*and* women who have rediscovered the magazine where they now live. (Woman's Day has distribution in every major metropolitan market in 48 states!)

Note to media buyers: all Woman's Day's circulation is still single-copy sales—*the cream. She has to go out to get Woman's Day*. She buys it because she *wants* to read it.

Many far-sighted advertisers have already felt the power of Woman's Day's increased vitality. That's why our April advertising lineage was 58% ahead of the same month last year. Don't get left behind. Get into Woman's Day as soon as you can.

Last Six Months' Average 1958: 3,242,545
First Three Months' Average 1959: 4,082,850
(As Filed with ABC, Subject to Audit)
April 1959: 4,330,000
(Publisher's Estimated Sales)

Woman's Day
A FAWCETT PUBLICATION

Small Cars? We Got Them Now, California Car Importer Says

LOS ANGELES, May 5—Gough Industries, importer of British Motor Corp. cars, capitalized on reports that the Big Three auto makers will produce small cars. Large space ads in West Coast newspapers for the BMC line were headlined, "What's all this dither about smaller cars?"

"We understand that Detroit is contemplating a 'different' sort of motorcar for you," the copy said. "A car that even resembles a car instead of a vehicle for interstellar travel . . . We'll wager our last shilling that it will be some years before Detroit meets these specifications with the quality of cars produced at British Motor Corp. . . After all, BMC has been building small cars since 1895 . . ."

■ Final paragraph urges: "So why wait for Detroit to experiment with the kind of car they *think* you want. Whatever your needs, preferences, or budget, you'll find just the car for you at your nearby BMC dealer . . . Not next year or the year after, mind you. But right now!"

The ad ran in the four Los Angeles dailies, *Mirror-News, Times, Examiner* and *Herald-Express*, plus the *San Diego Union-Tribune, Long Beach Press-Telegram* and *Pasadena Independent Star-News*.

Gough handles the Morris, Austin, MG and Austin-Healy cars. Carson/Roberts/Inc. is its agency.

TO CREATE THIS FLOOR STAND
COLGATE-PALMOLIVE Co.
CHOSE
INTERSTATE BOOCHEVER
Fairlawn, N. J.
N. J.: SWarthmore 7-8400
N. Y.: ORegon 7-6804
Riser by Kindred MacLean & Co.

Promotes Bodine, Dorrell

Phillips-Van Heusen Corp., New York, has promoted two members of its advertising staff. James Bodine has been named assistant director of advertising and sales promotion, and Beth Dorrell has been appointed advertising coordinator.

Fuhrmeister to 'Tacoma News'

Dinwiddie Fuhrmeister, formerly producer, director and program assistant of KTNT-TV, Tacoma, has been appointed promotion manager of the *Tacoma News Tribune*. He succeeds Robert Lytle, who has left the newspaper.

WHAT'S ALL THIS DITHER ABOUT SMALLER CARS?

We understand that Detroit is contemplating a "different" sort of motorcar for you. A car that even resembles a car instead of a vehicle for interstellar travel. A car that is fun to drive, darts nimbly through traffic, and slips neatly into half a parking space. A car that stays young longer, depreciates more slowly, burns less petrol, and reduces those frightful maintenance costs.

Well, good luck to them, we say. But we'll wager our last shilling that it will be some years before Detroit meets these specifications with the quality of cars produced at British Motor Corporation. And at such prices! After all, BMC has been building small cars since 1895 – and sports cars since 1923. That's why your BMC dealer is able to offer today such a wide range of family cars, starting at only $1195, and sports cars for as little as $1295.

SMALL CARS AND SPORTS CARS: OUR CUP OF TEA!

The very tightness of that tight little British Isle has spawned the kind of BMC cars that so well fit the needs and pleasures of Southern California today. Economically – the smaller cars designed for Britons, by the necessity of high petrol costs, work to our advantage because of the greater distances we drive. Physically – the small cars that are more easily driven in the cramped environment of England now help us in our own jammed traffic and parking situations. And Southern Californians have given more than sufficient evidence that they are cousins in the British ideas of motoring fun by the continuing steep climb of BMC motorcar sales. Finally, even BMC would have to admit, sadly, that the Southern California climate offers an incentive to sports car driving that England isn't equally noted for. So really, a BMC car makes even more sense here in Southern California. Just look around you: the men and women whose judgment and taste you most respect are driving cars with a British accent.

So why wait for Detroit to experiment with the kind of car they *think* you want. Whatever your needs, preference, or budget, you'll find just the car for you at your nearby BMC dealer, listed below.
Not next year or the year after, mind you. But right now!

BMC World's 4th Largest Manufacturer of Automobiles!

WHY WAIT?—*Detroit auto makers were chided for their late entry into the small car market in this large space b&w ad which ran in West Coast newspapers. Gough Industries, Los Angeles, which placed the ad, imports the British Motor Corp. line—Morris, Austin, MG and Austin-Healy.*

Packaging, Display Help Brand Image, Faison Tells Seminar

OXFORD, O., May 5—Too many advertisers and agencies fail to follow the creation of a brand image through to the packaging and display materials, according to Edmund W. J. Faison, president of Visual Research Inc., a subsidiary of Market Facts, Chicago.

Speaking at Miami University's annual seminar in marketing management, Mr. Faison said that in typical marketing strategy the product and the advertising get first play, while point of purchase materials are devised by the sales promotion department or left in the hands of dealers.

Often, he added, the collateral material is designed by a supplier who doesn't know about the brand image or marketing strategy for the product.

"There's nothing new in this," Mr. Faison told the group. "But it's surprising how often there is little or no coordination between the advertising and merchandising activities." Conflicting plans result in confusing the public, cheapening the product and corroding profits, he added. #

GOA's Net Profits Hit $442,156 in First Quarter

General Outdoor Advertising Co., Chicago, had net profits of $442,156 for the first three months this year, an increase over profits of $424,633 for the first quarter of 1958. GOA's operating revenues for the first quarter this year amounted to $8,938,611, a slight dip from revenues for the same period last year of $9,136,365.

All DPs Are VPs in Ex-West Coast Club; 10th Anniversary Due

NEW YORK, May 5—The tenth anniversary of an off-beat organization known as the Pacific Coast Displaced Persons will be celebrated June 3 at the Hotel Lexington here.

The group was founded by 12 men from the West, with no purpose except to wax nostalgic about golden days in San Francisco, Los Angeles, Seattle and Portland.

Ernest A. Mennell, of Moloney, Regan & Schmitt, called the first meeting here May 25, 1949. Original members were Victor Armstrong and Arthur Farlow, of J. Walter Thompson Co.; Lynn Baker, Lynn Baker Inc.; Arthur Daly, Peck Advertising; Lloyd Day, Batten, Barton, Durstine & Osborn; Robert Englander, Walston, Hoffman & Goodwin; H. P. McClure, Kay Daumit Products; Ernest Mennell, Karl Shull and Robert Willigan, Moloney, Regan & Schmitt; A. W. Sterns, Texas Co., and Robert M. Watson, Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan).

■ Since then, the group has met twice annually for dutch treat luncheons, and has grown to a membership of 500. About 60 are from advertising agencies or public relations, 12 from newspapers, 30 from magazines, 23 from tv-radio, and 25 are media representatives. The oil industry has 52 members, the chemical industry 31, metals 16, general manufacturing 18. Nearly every other field is represented, including psychiatry, dentistry, education, entertainment, foundations, pharmaceuticals, the U.S. Navy and the Federal Bureau of Investigation.

A unique feature of the organization is that every man is a vp and there are no other officers. Each man has a diploma proclaiming himself Member No. 1. There is no treasury and no agenda. Any man may have the mike at any time to praise or pine for the West. By voice vote all constructive measures have been voted down. Over the years the group has gone on record repeatedly against the admission of women or any planned entertainment, including looking at a member's colored slides. Lloyd Day of BBDO, only man to have attended all 20 gatherings, now arranges the semi-annual meetings. #

Hicks & Greist Adds Pez-Haas

Hicks & Greist, New York, has been appointed to handle advertising for Pez-Haas Inc., New York, candy distributor. Pace Advertising Agency formerly handled the account. Hicks & Greist also has named Peter R. Nord, formerly a copywriter for Shell Chemical Corp., a copywriter.

BUY A RIFLE...GET A SHOTGUN, TOO!

RIFLE
METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation
THE SHOTGUN
76-COUNTY TRADE AREA
702, 350 Families
2,613,400 Population
• 59% Family Coverage in the 61 Major Towns (Excluding Memphis) in Memphis Market

SRDS 11-15-58
* ABC Audit 3-31-58
TOTAL PAID CIRCULATION
Combined Daily 356,433
Sunday 255,182
ABC Pub. Statement 3-31-58

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

SHERATON
HOTEL RESERVATIONS
Coast to Coast in the U.S.A. and in Canada
Call any of these numbers:
NEW YORK—CHickering 4-0700
CHICAGO—WHitehall 4-4100
DETROIT—WOodward 1-8000
LOS ANGELES—DUnkirk 2-7171
SAN FRANCISCO—EXbrook 2-8600
PHILADELPHIA—LOcust 8-3300
4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.
Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*
SHERATON HOTELS

EAST
NEW YORK, BOSTON, WASHINGTON, PITTSBURGH, BALTIMORE, PHILADELPHIA, PROVIDENCE, ATLANTIC CITY, SPRINGFIELD, Mass., ALBANY, ROCHESTER, BUFFALO, SYRACUSE, BINGHAMTON, N.Y. (Opens early 1959)
MIDWEST
CHICAGO, DETROIT, CLEVELAND, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa
SOUTH
LOUISVILLE, DALLAS (Opens early 1959), AUSTIN, MOBILE, Ala.
WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon (Opens fall 1959)
CANADA
MONTREAL, TORONTO, NIAGARA FALLS, Ont., HAMILTON, Ont.

INTERESTED?

Judge For Yourself The Importance Of Farm-Rural Families To Your Men In Distribution—Wholesale and Retail:

- In 24 of the 37 Major Wholesale Drug Areas more than ⅓ of the total population is farm-rural.
- In 147 of the 184 Major Wholesale Grocery Areas more than ⅓ of the total population is farm-rural.
- In 502 of the 582 Major Retail Trading Areas more than ⅓ of the total population is farm-rural.
- In 2,725 of the nation's 3,070 counties more than ⅓ of the total population is farm-rural.

North . . . South . . . East . . . and West . . . farm families are important in the total marketing picture. FARM JOURNAL is the national farm magazine. Nothing can match FARM JOURNAL when it comes to reaching and influencing farm families. For the whole story, ask your FARM JOURNAL representative for the new brochure: "Markets, Places and People."

Most of the best farm families depend on

FARM JOURNAL
Philadelphia 5, Pa.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Says Daniels Missed Boat on Brainstorming Comment

To the Editor: If Draper Daniels of the Leo Burnett Co. (as reported on Page 3 of the March 9 issue of ADVERTISING AGE) doesn't think any good comes out of brainstorming, it could be because he evidently doesn't understand what brainstorming really is. According to this report, he's missed the brain boat completely.

Brainstorming, as you well know, is specifically for the encouragement of positive ideas and no negative ideas are permitted. The entire object is to give free rein to the imagination and to evoke positive, constructive ideas for whatever the problem being worked out. The theory is that one idea voiced and considered in only a positive way by all present triggers the thought and produces other positive ideas—sort of a chain thought reaction. Further positive development of an idea already expressed is permitted and is termed "piggybacking," but no negative thoughts may be voiced, however valid or pertinent they may seem to be.

After the brainstorming session is concluded, the moderator or a committee takes all the ideas, every one of which has been recorded, and then the practicability of each is considered. Not until this time are any negative ideas or objections permitted.

Mr. Daniels doesn't have to take anyone's word for it—he should just try it under these conditions. It works fine. But it should be well planned and for a specific purpose and the follow-through should be carefully executed if any real, practical good is to come of it. The brainstorming sessions seem to inspire even the most unthinking member present to the expression of good ideas.

Miriam B. Cohen,
Assistant Director of Public Relations, Gifts By Wire, Delray Beach, Fla.

• • •

Where Is the Line of Censorship Drawn?

To the Editor: Cannibals in the advertising profession, who hope to fatten on outdoor advertising stew cooked up by politicians and do-gooders, may find themselves in the same pot soon.

Why do other media give so much space to anyone expounding on the alleged evils of outdoor advertising? Is it really their civic pride and love of beauty, or is it their venality?

Let's be honest. An outdoor poster is not lovely to look at. Neither are street newsstands, those vending outlets of special privilege for newspapers and magazines. Neither are programs and commercials I don't enjoy via my neighbors' tv and radio sets. Neither are most factories where products advertised on billboards are sold. Neither are trains and trucks which transport these goods.

San Francisco, New York, Pittsburgh, and even Chicago would be far more beautiful spots on earth were no man-made structure where they lie. This is true of any city. Possibly the worst eyesore in the land is Mount Rushmore. One must delve deep in history for a more hideous example of deliberate despoilment of nature.

But far more repulsive than all this physical ugliness are censorship laws—laws that restrict freedom of expression on the pretense of beautifying landscape or purifying minds. If a billboard can be restricted because it is not considered beautiful where it stands, it can be restricted because it is not beautiful in itself.

Where do we draw the line of censorship which presumes to define beauty? If an advertisement is offensive on a billboard, it may be offensive in a newspaper or magazine. A liquor ad may be ruled acceptable while an ad for a worthy charity may be outlawed.

Before other media give space to those who would penalize outdoor advertising, let them first consider whether laws carrying such penalty may not be extended to penalize them, too. And that goes for advertising agencies, too, which are so smug in thinking they will get the billing one way as well as another.

I speak this not as a special advocate for outdoor advertising, but as an advocate for advertising in all media and as one who will accept the unpleasant features of freedom so that I may enjoy the pleasant features of it, too.

Mark Taber,
Chicago.

• • •

'Sustaining' Incorrect for Peabody Award Winner

To the Editor: In the April 13 issue of ADVERTISING AGE, you carried a story on Page 101 reporting on the Peabody Awards made for 1958. Under the heading of Radio Public Service, you showed that "The Hidden Revolution" radio program had been awarded a Peabody Award. This is correct. However, you also showed this had been a "Sustaining CBS" production. This is not quite correct.

Nationwide Insurance of Columbus, O., sponsored this program on an 84-station CBS regional network lineup. In addition, it is our understanding that several other advertisers sponsored this show in the West. As a matter of fact, this program was developed at our request. The citation on the Peabody Award itself took cognizance of this point by stating:

"This Peabody Award is given in recognition of the superb way in which CBS met the challenge in the unique request of the sponsor, Nationwide Insurance, to create a public awareness of the urgency involved in the complex problems of man in modern technological society."

In view of this, I'm certain you can understand how we felt upon reading in your columns that this was a "sustaining" program.

George H. Hunter,
Advertising Manager, Nationwide Insurance, Columbus, O.

• • •

'59 Chevies Reduced: Space Needed!

To the Editor: Enclosed is a recent ad from the *Chicago Sun-Times* which should certainly rate in the upper brackets of "Advertising We Can Do Without" department.

Many long-established auto dealers have complained that "the public just doesn't believe the ads any more." This little gem certainly will do nothing to reverse the trend of public confidence.

James C. McCall,
Chicago.

• • •

Brilliantshine Agency Is Harlan & Steedman

To the Editor: We were very pleased that you were able to use the Brilliantshine story in the last issue of ADVERTISING AGE.

We feel, however, that one big point was overlooked in printing this story—namely, credit to the advertising agency, Harlan & Steedman.

It was they who recognized the potential use of foil for their client and who were responsible for taking this approach in their poster design for Brilliantshine.

We all know ADVERTISING AGE for its fine service and accuracy of news reporting. For this reason we feel you will agree that as one of the principals in the Brilliantshine story, Harlan & Steedman should have been mentioned.

Whatever you can do to help set the record straight would be greatly appreciated. Many thanks.

William J. Smith,
Sales Promotion Manager, Foster & Kleiser Co., San Francisco.

In the caption accompanying the Brilliantshine picture the name of the agency was inadvertently omitted.

• • •

What About Ads' Change of Pace for Studebaker-Packard?

To the Editor: I have a question. Is ADVERTISING AGE the proper place to have it answered?

The question: How much did the dramatic change in advertising contribute to the astounding success this year of Studebaker-Packard?

I recall vividly the drab, black-bordered ads of last year. The thought ran through my mind: "Why advertise what everyone fears (the approaching death of S-P)?" I think a great many in 1958 wanted to see S-P survive (although not enough to buy the 1958 car) and those ads must have given pain to many another than myself.

Now the ads are bright, in high style and DO attract attention. Also the cars are apparently selling this year. Was there a sudden change of management? Did they change ad agencies? Did someone die? F'eavens sake, wha hoppen? Do anybody out there gotta clue?

W. L. Cutler,
Detroit.

• • •

Horse Pulls Cart in Merced, Cal.

To the Editor: It seems to me the gentleman who wrote the "Cart Pulling Horse" editorial (April 13) was reaching way out on the limb.

Thank heavens we have a number of advertisers in Merced who are running more space this year because of higher sales and earnings last year.

James P. Hughes,
Advertising Director, *Sun-Star*, Merced, Cal.

• • •

Too Many Unknowns

To the Editor: IF THOSE WHO BUY COULD TELL YOU WHY . . .

We may call it abstract advertising. At best, it's an abstract science. The reference of Henry Schachte, exec vp of Lever Bros. (AA, April 6), to Vol. 7 of ANA's "Advertising Management Guidebook Series" still leaves considerable doubt that advertising may be evaluated qual-

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

ADVERTISEMENT

Glenda the beautiful secretary

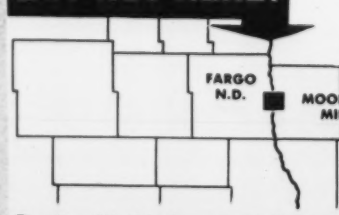
"I arrange the boss' appointments, gifts, business trips and vacations. He gets to the office by himself."

What would a boss do without his secretary? For one thing, he'd have a hard time choosing office supplies and equipment. She's the one he consults in making these major purchases. To get *his* ear, catch *her* eye through advertising in the magazine 140,000 secretarial career women subscribe to . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!



(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

itatively or quantitatively.

When you load a coil spring, it is depressed so far, and the operation may be repeated. A quantity of helium will lift so much, easily determined and repeated under identical conditions.

But in advertising, an element enters, or exists, known as the "personal equation." It is rarely susceptible of classification, even seldom of identification, and especially difficult of solution. Too many X, Y and Z "unknowns" are involved.

Admen who think they know the answers worry most after dark. Their clients who make and sell, also suffer that condition of insomnia, or worse.

Is it not because of the dilemma expressed in the little jingle, "EVEN THOSE WHO BUY CAN'T TELL YOU WHY"?

Erwin L. Schwatt,
Atlantic City, N.J.

• • •

Who Makes It?

To the Editor: Goof-offs happen to everybody in this business, but I think this one is a new kind of goof-off (or is it?)—see for yourself.

Over many long years writing copy I have also read a lot of advertising. I read the enclosed advertisement (don't ask me why: I don't cook).

At the bottom of the left-hand column of copy you will see a

statement, "Based on findings of a world-famous research laboratory*" etc. At the end of the right-hand column we see "*Name on request"—but request to what company? Who makes Pam? Where's the signature? Maybe I'm curious and want to know that name. But if it's concealed somewhere in the advertisement, a magnifying glass fails to reveal it.

There must be an answer somewhere.

Julian H. Rogers,
New York.

• • •

Opposite Viewpoints on Ad Education

To the Editor: I have been following with a great deal of interest the pros and cons on advertising education that have been aired in your excellent publication over the last several months.

It appears to me that a considerable amount of the controversy is a reflection of a basic lack of communication between the two opposing groups. Both sides apparently have different viewpoints of what is meant by advertising. In addition, it appears that able advertising people such as Mr. Nelson have a somewhat incorrect understanding of the nature of advertising courses.

For this reason, I have taken the liberty of attaching an outline of a course called "Dynamics of Selling and Advertising" which I presented at Rutgers University, University College, to advanced marketing students. I believe that the course outline speaks for itself and is an excellent defense against the criticism that advertising education involves the memorization of meaningless material.

Norman Heller,
Associate Director of Research, Compton Advertising, New York.

• • •

Groesbeck Takes a Bow

To the Editor: The tribute from Ernest S. Green to your Andy Armstrong is deserved (AA, March 30).

But the Daddy of all your writers is Kenneth Groesbeck, whose advice we have found to be of priceless value, coming as it does from a veteran advertising man who apparently is an encyclopedia of information on agency practice.

F. K. Wallace,
Wallace Advertising Ltd., Halifax, Can.

YES, SUH!

The Atlantic City Press covers the South!

South Jersey, that is...

Emphatically, suh . . . and as PROOF of the value of this rich and constantly growing market, per capita retail sales in the Atlantic City metropolitan area exceed those in each of six other big New Jersey markets by up to 70%.*

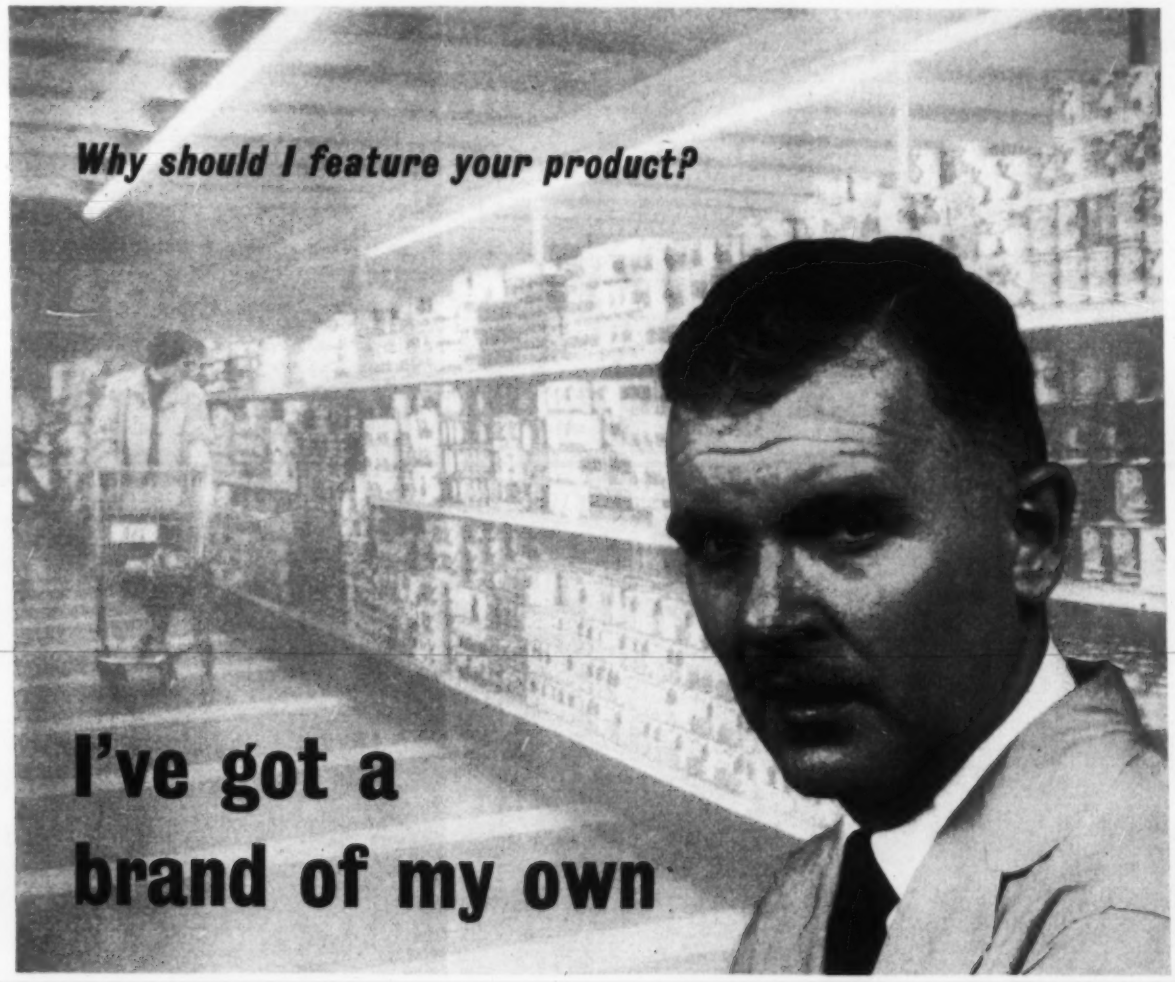
To reach this vast buying power, it's a one-paper buy—The Press.

*Source: S.M.'s 1958 Survey of Buying Power.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Southern New Jersey's "Good Morning" Newspaper
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, *National Representatives*



This honest question is in the minds of super market men all over the country.

They're being sold (and sold hard) on reasons why their private brands should be promoted.

Yet, most of these men have been successful in pushing national brands for years . . . and (they tell us) they'd prefer to keep it that way.

So their question is a very reasonable one.

They want to hear from you.

They don't want pep talks spiced with cute slogans.

They want to be approached intelligently . . . one businessman to another.

They want to know why it's good business for them to promote your products in down-to-earth terms . . . profitability, customer acceptance, product quality, traffic pulling power, sales volume and turnover.

Perhaps this "battle of the brands" is more of an opportunity than a threat to the marketer who accepts its challenge.

The fastest, most direct (and most economical) way to get your brand story across is by advertising to these super market men in their business magazines.

And no publication delivers the complete coverage, high readership and (most important) the super market action you get in—

Progressive Grocer

The Magazine of Super Marketing

Gets to every chain, co-op, voluntary headquarters — every super market — the stores where 4 out of 5 Americans shop.

LOST OR MISSING: 40% OF THE MEMPHIS MARKET!

by Bert Ferguson
Exec. Vice-President, WDIA

Memphis is a *big* market! Yes, it's *America's 10th largest wholesale market!* And, it's true: In the Memphis market you're actually missing 40% of the people unless you use WDIA! And—this is a fact we can prove—only WDIA sells the Memphis Negro buyer!

As America's only 50,000 watt Negro radio station . . . only 50,000 watt station in the Memphis area . . . WDIA has chalked up an outstanding success story. Through a unique combination of exclusive Negro programming, powerful personal appeal and hard-hitting salesmanship our all-Negro entertainment staff commands the Memphis Negro's loyal listenership. What's more, by an active program of public service and civic leadership, WDIA has become an integral part of its listeners' daily lives!

RESULT: WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

IT'S A BIG BUYING MARKET!

Here's why WDIA's fabulous success means high volume sales and profits for you: Within WDIA's listening pattern are one-and-a-quarter-million Negroes! The biggest market of its kind in the entire country! They have totaled earnings of $616,294,100 per year. And they spend, on the average, 80% of this big income on consumer goods!

Last year, for instance, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 43.2% of the face powder and polishes . . . 38.6% of the bread!

SALES RESPONSIVE!

And, before the Memphis Negro buys, he listens—to WDIA! Negro magazine and newspaper readership is low. Television ownership is low, too! And, you cannot reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA!

Further proof that the Negro listens *and* buys: WDIA consistently carries more local and national advertisers than any other station in Memphis. In the past 10 years, these advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers! This year-in, year-out list includes . . . B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It all adds up to this: IN MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO MARKET! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're missing 40% of this big buying market!

Why not write us today for facts and figures in your own field. We'd like to show you how WDIA can be a powerful advertising force for you!

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager

Coming Conventions

May 14. University of Michigan advertising conference, sponsored by the university's departments of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-16. New England Newspaper Advertising Executives Assn., summer meeting, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 41h annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 29-Oct. 3. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Newspaper Group to Hayden

Hayden Advertising Inc., Montclair, N. J., has been appointed by the Quality Group Weekly Newspapers of New Jersey to conduct a campaign in New York and New Jersey newspapers for the 36 Quality Group members.

WINNER—*The News, Goshen, Ind., has won the Ayer Cup for the second time in three years as the best looking newspaper in the 29th annual newspaper contest. There were 849 entries. All were judged on the basis of the March 17 issue.*

W. T. Grant Was No. 1 Chain in Newspapers, Says 'Merchandiser'

NEW YORK, May 6—W. T. Grant and F. W. Woolworth led all variety and general merchandise stores in newspaper advertising in 1958, according to a survey by *Variety Store Merchandiser*.

The linage study, based on a check of 412 newspapers in 132 cities, had Grant the top advertiser, with 17,295,000 lines—an 11.3% increase over linage placed the previous year.

F. W. Woolworth Co., cited by the American Newspaper Publishers Assn. last week for "consistent and successful use of daily newspapers as an ad medium" (AA, April 27), was the second biggest advertiser, with 6,966,779 lines, a 217.3% increase over linage placed by the company in 1957.

Other stores in the million-lines-plus category were S. S. Kresge (4,669,069 lines); G. C. Murphy (2,060,481) and S. H. Kress (1,-161,993). #

McCall Corp. Profits, Sales Up

McCall Corp. has reported a 10% gain in net profits for first quarter operations of *McCall's, Redbook*, patterns and contract printing operations. Net profits for the first quarter of 1959 were reported at $595,673, compared with $541,088 the previous year. Net sales for the same period were $18,618,712, as against $17,858,603 for the same period in '58.

Arizona Network Joins ABC

The Arizona Network, consisting of 12 stations in Arizona and neighboring states, has affiliated with ABC Radio, New York. In addition to the flagship station, KOY, Phoenix, Arizona Network includes KTUC, Tucson; KSUN, Bisbee; KNOT, Prescott; KAAA, Kingman; KGLU, Safford; KVOY, Yuma; KVNA, Flagstaff; KVNC, Winslow; KNOG, Nogales; KWJB, Globe, and KHFH, Sierra Vista. KOY was already an ABC affiliate, but the other stations represent new markets for ABC.

Walther Names Two

F. P. Walther Jr. & Associates, Boston and New York, which has moved its Boston office to larger quarters at 661 Boylston St., has appointed two persons to its staff. Polly N. Brown, formerly with the West Coast office of Ruthrauff & Ryan and the Boston office of Doremus & Co., has joined the Boston copy staff. Edward J. Stoner, who most recently operated his own Boston agency, also has joined the Boston staff.

Lambeth Joins 'N. Y. Times'

Samuel W. Lambeth, formerly with the *New York Herald Tribune*, has joined the national sales staff of the *New York Times* in charge of the alcoholic beverage classification. William H. Good, formerly in charge of alcoholic beverage advertising for the *Times*, has been named head of the *Times'* grocery advertising, effective May 4.

Borden Backs Instant Potato Ads with 35¢ for Regular Spuds

NEW YORK, May 6—Borden Foods Co. will offer a unique coupon deal to let consumers decide if its instant whipped potatoes are as good as fresh mashed potatoes, as the advertising claims.

In return for portions of two envelopes containing the product, Borden will send a coupon worth 35¢ on the purchase of either another package of instant whipped potatoes or a supply of fresh potatoes.

■ Initial national advertising will begin May 17 in a series of four monthly color ads in supplements in 115 newspapers, plus page ads in the June, July and August issues of *Reader's Digest*.

With national distribution of the instant potatoes now completed, tv spot advertising has been increased to 107 markets. Lennen & Newell handles the account. #

RAB Appoints Four

New appointments at Radio Advertising Bureau, New York, include that of Robert Alter from regional sales manager to manager of sales administration; Rowland Varley from senior account executive to sales manager for the grocery product group; and Robert Coppinger from the sales staff to sales manager for the new automotive group. Jack Lazarus joined the RAB national sales staff, coming from Universal-International, where he was assistant eastern advertising manager.

McMullin Heads New Company

Frank McMullin has resigned as assistant circulation director of *Parents' Magazine* to head a new subscription sales company, Interstate Readers Institute, at 66 Court St., Brooklyn.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:

• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

1 FIRST in the United States among cities under 150,000 population.

source Sales Management

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

PORTLAND, MAINE

the testingest market in the country

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone — represented by Julius Mathews Special Agency

WESTERN UNION Telegrams-For-Promotion Service delivered my selling message dramatically—to each prospect."

If you've a big story to tell, tell it *big* with Telegrams-For-Promotion Service. Western Union delivers your message to dealers, buyers, everyone on your list *simultaneously*. Your telegram is read . . . and *remembered*. Simply supply Western Union with one copy of your message and your name list. Leave the work — and the impact — to us.

WIRE US COLLECT for the full details. Address: Western Union, Special Services Division, Dept. A-1, New York, N. Y.

Should Nets Be Reps? FCC Ponders: Yes, Say Nets, Affiliates; No, Say Reps

WASHINGTON, May 5—Comments on a Federal Communications Commission proposal putting networks out of the station rep business contain no surprises: Station reps are for divorce; networks and the affiliates they represent like things as they are.

Briefs filed by the Station Representatives Assn. and Edward Petry & Co. at FCC last week stress divided loyalty of network personnel assigned to spot sales. Turning to Matthew 6:24, the Petry brief declares, "No man can serve two masters."

Separate briefs filed by CBS, CBS affiliates represented by CBS Spot Sales, and NBC say the network role in the spot sales field is so modest there is no need for the commission to be upset. CBS and its affiliates all assure FCC that the seven independents represented by CBS Spot Sales are happy with their lot, and are not at all anxious to be disturbed by the commission.

■ Laughing off the charge that affiliates can be coerced into letting networks handle their spot sales, the CBS affiliates say they picked CBS Spot Sales "for hard-headed business reasons."

They praise CBS personnel, stress its pioneer work in market and audience research for spot sales, assure the commission that CBS Spot Sales has "a very effective and thorough sales promotion force" and make much of the fact that "CBS Spot Sales, unlike other representatives, has always specialized in representing stations affiliated with the same network."

As a result, the CBS affiliates observed, "the CBS Spot Sales salesman avoids the plight of other salesmen who must have to tell the same time buyer that an adjacency to Ed Sullivan is best in one market but is inferior to an adjacency to Steve Allen in another where he happens to represent an NBC affiliate."

■ The issue arose as a result of FCC's study of network domination of television. Among the recommendations of the commission's study group, now circulated for comment by FCC, is a rule which holds that networks should not be permitted to sell spot time for any stations other than those which they own themselves.

In a brief strongly supporting the divorce rule, the Station Representatives Assn. said, "When the networks act as national sales representatives of their affiliate stations, a conflict of interest arises.

"The networks derive their bulk of revenues from network sales. Although the revenue that comes to the network from the commissions on spot sales is not unwelcome, in the over-all picture it plays a small part when measured against revenues from network sales."

■ Continuing, the brief explained, "Although the employes of the network who work in spot sales may be administratively divorced from those who work in the network division, the fact remains they are both subject to the same control. They work for an organization whose officers must produce a maximum profit for the stockholders . . . These officers must see to it that no activity of a particular division is pushed to a point where it hurts the over-all revenue of the organization."

■ Petry's brief conceded that networks have not used pressure to establish artificially high spot rates for stations they represent, but it complained the opportunity to engage in sale of spot for affiliates is an additional, unnecessary power in the hands of networks.

"When a network acts as the spot representative of an affiliated station, it is responsible for upwards of 75% of the station's income," Petry pointed out. "Exercising this degree of control over a station's revenues cannot help but create a tremendous sphere of influence over the operations of the station."

■ NBC and CBS both complained that adoption of a rule would interfere unnecessarily, and probably illegally with freedom of choice by affiliates.

CBS pointed out that while the network study group found stations represented by CBS and NBC spot sales account for 25% of national spot, the seven CBS affiliates and the six NBC affiliates which would be affected by the "divorce" represent only 8.3%.

It said it could not add additional stations to its list without sacrificing quality of service to the station it represents, so there is no danger that CBS or NBC spot sales will become dangerous competitors of the independent reps.

■ The CBS affiliates pointed out that compared with independents like Blair, which represents 51 tv stations, CBS and NBC tv spot sales are small organizations. Stressing the fact that CBS Spot Sales has not concentrated in big markets, the affiliates pointed out that none of the independents represented by CBS Spot Sales are in the top 10 markets; only three in the first 50.

To illustrate the fact that internal competition within a corporation is not unusual, CBS pointed to other enterprises. Among those it cited were GE, with GE and Hotpoint brands; General Motors, with Chevrolet, Pontiac and Oldsmobile; American Tobacco, with Lucky Strikes and Pall Mall; National Distillers, with a variety of brands of straight and blended whiskys, and Procter & Gamble with competitive brands of soaps (Ivory, Duz), detergents (Tide, Cheer, Dreft, Duz), toothpaste (Crest and Gleem), shampoo (Drene, Prell), and home permanents (Pin It and Lilt). #

Simpson Maxson Burt Stuart De Baun Tucker

COPY CLUB WINNERS—*Winners of the first annual Philadelphia Copy Club contest pose with their certificates at the Poor Richard Club. They are Howard K. Simpson and Steven J. De Baun, both N. W. Ayer & Son; John Maxson, Curtis Publishing Co., and president of the club; Bernard I. Burt, Benjamin Katz Agency; Doris Stuart, Bauer & Tripp; J. F. Tucker Jr., Erwin Wasey, Ruthrauff & Ryan.*

Only More Ads Can Increase Men's Wear Sales: 'Bach Letter'

NEW YORK, May 5—An increase in promotional budgets of men's wear retailers is needed because the 3%-of-sales promotional budget they have generally been spending "is not sufficient to provide the industry with any more than a fairly static sales picture," according to Henry Bach Associates.

The agency, which specializes in textile and apparel advertising, said in its April house organ, "Bach Letter," that retail ad budgets should not be influenced by manufacturers' consumer advertising. "National advertising certainly makes the retailer's selling job easier," it said, "but a listing of the retailer's name in the manufacturer's ad cannot be expected to exert any substantial 'pulling power' as far as the individual store is concerned."

The agency said that a study it made of men's wear newspaper advertising revealed these points:

- "Newspaper linage used by men's wear retailers is still heading down, and, in terms of impact on customers, such advertising is steadily growing weaker."
- "Retailers have been spending more dollars each year on newspaper advertising. But this actually reflects only rising space costs."
- "Failure to increase retail advertising over the past few years is even more serious considering that prices have been rising and that consumers are trading up."
- "The selling power of newspapers seems evident. For example, summer suit sales, which have been on the increase, have been getting a 75% greater rate of promotion than regular-weight suits." #

McLendon Names Lewis Ad Director; Two to KROW

Mitchell I. Lewis, formerly an account executive and media director of Couchman Advertising, Dallas, has joined McLendon Corp., Dallas, as advertising and publicity director. McLendon owns a string of radio stations plus a motion picture production facility.

McLendon also has named Homer H. Odom general manager of KROW, San Francisco, purchased in March from Sheldon Sackett, and Bok Reitzel general sales manager of the radio station. Mr. Odom formerly was sales manager of WAKY, Louisville, another McLendon property. Mr. Reitzel previously was with Lennen & Newell, San Francisco.

Clinton Frank Names Gregg

Clinton E. Frank Inc., Chicago, has appointed Doris Gregg an art director. She formerly was with Waldie & Briggs.

Nic Filas Associates Opens Offices in Philadelphia

Nic Filas Associates, a new advertising, merchandising and pr agency in Philadelphia, has opened offices at 1430 Spruce St. Accounts already in the shop are Garten-Keramik, West Germany; Elfland Distributors, Philadelphia, and the Computall division of Carter Zeleznik Enterprises, Detroit.

Nic Filas G.

The head of the agency is Miss Nic Filas G., whose background includes domestic and foreign advertising and pr work in the U. S. and abroad.

LaFrance Promotes Owen

Fred B. Owen, formerly Rochester, N. Y., representative of American LaFrance Corp., Elmira, N.Y., maker of fire fighting equipment, has been promoted to consumer products marketing manager. He will be responsible for all sales, promotion and marketing activities in connection with the company's recently developed Protexall line of home and marine fire extinguishers.

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959
DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP
23 OF TOP 25 PROGRAMS ALL ON
WREX-TV

STATION SHARE OF SETS IN USE	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

EWRR Starts Job of Showing MacManus Air Force Ropes

NEW YORK, May 5—This week Erwin Wasey, Ruthrauff & Ryan will begin the melancholy task of indoctrinating a new agency on the Air Force account with a series of meetings and briefings set for MacManus, John & Adams people.

In the meantime, EWRR has been asked by the Air Force to continue its coupon-handling operation in Washington through Dec. 31, when its "target advertising" through EWRR will end.

"Target advertising" is the specialized magazine advertising aimed at securing certain kinds of inquiries.

In Washington, EWRR has maintained Media Research Operation which takes the coupons addressed to "P.O. Box 7608, Washington, D.C.," sorts them, arranges for brochures to be sent to respondents, arranges for coupons to be turned over to local recruiters, and —with the New York office—provides a monthly analysis of coupon returns by magazine.

■ The indoctrination of MJ&A will probably dwell on the specialized character of Air Force recruiting. In its own plan for advertising next year, the agency had broken down the $900,000 like this: Target media got $309,000; radio-tv-films got $213,400; collateral materials, $377,600.

The bulk of the advertising fell in four categories, which together account for 75% of the money: Non-prior service (getting people into the Air Force direct from civilian life), 30%; prior service, aviation cadets, and the retention program, 15% apiece. The remainder is parceled out of the Air Force Academy program, Air Force ROTC, nurses, WAF officers, physicians and dentists, and so on through nine classifications.

■ While the expenditure for radio-tv-films is a little less than a quarter of the budget, none of it goes for time. The Air Force hasn't paid for any broadcast time in four and one-half years of recruiting. It has attracted a lot of public service announcements—699 on network radio, and 104 on network tv. This is figured at a hypothetical cost of about $1,300,000, and is in addition to the nationwide local campaign handled by recruiters themselves.

There are some tough areas with which the new agency will be acquainted. The Air Force has a severe retention problem, although it has improved markedly. In 1955, re-enlistment of first-term enlistees ran 14%; by 1958 it was 40%, and re-enlistment of career airmen rose from 70% in 1955 to more than 91% in the last two years.

■ The new agency will be faced as well with problems of accounting. Because collateral materials account for more than a third of total expenditure, the agency has to devise a job order that specifies the amount of time to be allocated against a project by management, creative and production personnel. Estimates have to be made and revised. And time sheets for work by projects have to be kept carefully enough to satisfy the semi-annual audits by Air Force auditors.

The size of the account, the multitude of targets, the importance of collateral and non-commissionable materials, the necessity for keeping auditable records, and finally the mercurial tradition of government accounts may help to explain the fact that only three agencies turned up to solicit the Air Force $900,000 account (April 13, 1959).#

Revlon Picks CBS-TV for New Fall Variety Series

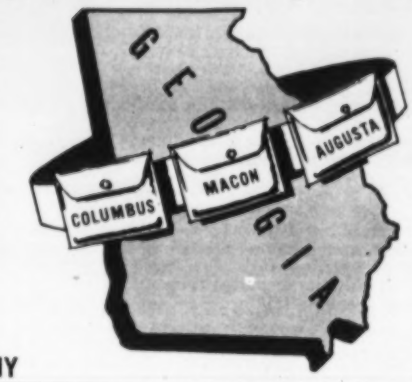
Revlon Inc., New York, which had been talking to all the networks about time for its new more-or-less regular series, selected a CBS-TV time period. Starting next fall, the "Revlon Party," a 90-minute variety stanza, will alternate on an irregular basis with "Playhouse 90" in the Thursday 9:30 p.m., EST, spot. CBS-TV Network President Louis G. Cowan, who helped the cosmetics company off to a fantastic success story in tv when he sold them "$64,000 Question" as a packager, reportedly played a major role in swinging this business to CBS.

The shows will be produced by Goodman Ace and his Easy Aces Corp. under the direction of Mort Green, a former comedy writer, whose responsibility encompasses all Revlon broadcast advertising. Barbara Britton will continue as Revlon's tv sales lady. There will be 15 90-minute programs and five hour shows.

FOOD SALES?

$204 million in Georgia's money belt

Buy the Georgia Group to blanket the Augusta-Columbus-Macon retail trading area...with its $204 million in grocery money. It's one bill...one check ...one order. Combination rate gives savings up to 10% on each ten thousand lines.



For **coverage** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

NEW NEW NEW

MAGAZINE FORMAT
EDITORIAL FORMULA
ADVERTISING FORCE

FOCUSED ON THE $40,000,000,000 MILITARY CONSUMER AND PROCUREMENT MARKET

NEW

The Army-Navy-Air Force REGISTER—read and respected by four generations of *military leadership*—is now reaching this select echelon of *military readership* with added effectiveness. Concise, comprehensive news reporting by the finest editorial staff in its field; astute, authoritative news analysis by acknowledged experts; a modern magazine format redesigned for readability—these are the features of the *revitalized* REGISTER that are steadily intensifying reader interest and accelerating circulation gains. Today, the *advancing* REGISTER is the publication that ranks high with top flight military men . . . including policy-makers for procurement *as well as* opinion-influentials of the $10.5 billion military consumer market. Register with the *Men of Decision* —through the new Army-Navy-Air Force REGISTER.

ARMY-NAVY-AIR FORCE REGISTER & DEFENSE TIMES

NEWSMAGAZINE OF MILITARY AFFAIRS AND CURRENT HISTORY EDITED FOR THE TOP ECHELON OF MILITARY RANK AND RESPONSIBILITY

WRITE TODAY FOR RATES, SAMPLE COPIES AND COMPREHENSIVE MARKET INFORMATION

ARMY TIMES PUBLISHING COMPANY

2020 M STREET, N.W. • WASHINGTON 6, D.C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

If you think basketball wasn't a big item in this area during the past several months—listen to this! In a nearby county jail, the warden told an assemblage of prisoners that he knew about the existence of a weapon concealed in one of the cell blocks, and threatened a television blackout of a University of Cincinnati basketball game if said weapon was not turned in. Before he could say "Crime Does Not Pay"—six assorted clubs and two hacksaw blades appeared as from nowhere. Our comment: Could this be a new trend in criminal rehabilitation?

* * * * *

And for that matter, what about product rehabilitation? Well, take a preserve and jelly maker whose sales patterns weren't quite up to snuff. He put the Burgoyne organization on the job to check results in four cities on a "shot-in-the-arm" promotion. Burgoyne field personnel checked our client's brand and all other jelly and preserve brands. The complete report showed distribution . . . consumer purchases . . . retailer purchases . . . and merchandising activities—all by brand. The information provided by Burgoyne showed our jelly maker friend his relative position in the market before, during, and after his special promotion, and enabled him to put solid facts behind his merchandising planning.

* * * * *

MEET THE BURGOYNE TEST CITIES PEORIA and SPRINGFIELD

. . . are two of the cities which make up the select list of Burgoyne Test Cities, and which are permanently set up for Burgoyne Retail Sales Studies on grocery and drug products.

SPRINGFIELD—an historic New England city settled just 16 years after the Pilgrims' arrival at Plymouth. Situated in Western Massachusetts on the Connecticut River, it is a center for the manufacturing of machinery, firearms, motorcycles, plastics, and hair preparations. In Springfield, we recommend the UNION and NEWS for complete coverage of the market.

PEORIA—located on the Illinois River in the central part of that state it is a trade and shipping center for a large agricultural area and features manufacturing of agricultural and construction equipment, food products, and distilled products. In this second largest city in Illinois, we recommend the JOURNAL STAR as the top selling medium.

* * * * *

Send for a complete list of Burgoyne test cities as well as full details on how Burgoyne Retail Sales Studies can solve merchandising problems on your drug or grocery product. We'll ship the information to you quick-like!

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

"My son says Milady's blintzes aren't as good as mine... but I think he's just trying to make me feel good."
Good and plenty vegetables baked in a pie
When the pie is opened your folks will start to sing
Isn't this a lovely dish to set before the King?
First time ever...
VEGETABLE PIE!
SEABROOK FARMS

TWO FROM SMITH/GREENLAND—*Smith/Greenland, New York, an agency with a long list of frozen food accounts, will break new campaigns in May for Milady's frozen blintzes and a new Seabrook Farms product, frozen vegetable pie. The Milady ad, unusual in food advertising because the product is not shown, will run in newspapers in New York, Philadelphia, Trenton, Wilmington, Allentown and Reading. Seabrook's vegetable pie, to be introduced market-by-market, will make its debut in New York and Boston, with a heavy newspaper campaign planned.*

H. Allen Lightman Inc., Merchandising Agency, Bows

H. Allen Lightman Inc., New York, a "new type of merchandising agency," has opened offices at 509 Madison Ave. The agency is headed by H. Allen Lightman, formerly an account executive and merchandising supervisor of the fashion department of Dowd, Redfield & Johnstone. Exec vp is H. Steinfield, formerly vp and creative director of Mann-Ellis.

The founders say "the agency is unique in that it creates a merchandising concept, then develops the program around this concept." Accounts include Blue Ridge Textile Corp. and William Winkler Inc., fabric mills formerly handled by Gussow-Hyman; Movie Star Inc., lingerie manufacturer formerly with Lester Harrison Inc.; Queens Ice Cream Corp., New York, and Heuer Timer Corp., Swiss manufacturer of industrial timers, now opening in the U. S. In Canada, the agency is handling Knitted Outerwear Mills, sweater manufacturer, and Fairweather Ltd., retail chain.

Western AA Adds Dietetic Supply; Names Krein

Western Advertising Agency, Chicago, has been appointed to handle advertising for Chicago Dietetic Supply House, which markets more than 200 low-calorie, low-sodium sugar and starch restricted diet foods under the name Cellu. Western also has appointed Ed F. Krein a vp and account supervisor. Mr. Krein, who will direct accounts in the agency's Racine, Wis., office, formerly was an account executive and marketing specialist of Aubrey, Finlay, Marley & Hodgson.

Publicite-Services Moves

Publicite-Services, Montreal agency, has moved to new offices at 2100 Drummond St.

GLASS
Who can print it?
Your screen processor of course!
He will even print your glass backwards!
Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

FTC Okays Curb on Claims for Regimen Tablets

WASHINGTON, May 5—The Federal Trade Commission last week gave its approval to a consent order preventing Drug Research Corp., and its agency, Kastor, Hilton, Chesley, Clifford & Atherton, both of New York, from misrepresenting the safety and effectiveness of Regimen weight reducing tablets.

Originally approved by Hearing Examiner Joseph Calloway in February, the order prevents claims that any specific number of pounds can be lost in a given period by taking Regimen tablets, or that those taking the product can lose weight without dieting while continuing to eat the customary kinds and amounts of food. #

House for Men Launches Blue Spark Products

House for Men Inc., Chicago men's toiletries manufacturer, is launching its new Blue Spark shaving cream and after shave lotion with multiple insertions in the *Chicago Tribune* and *Chicago Daily News*. Following the six-week Chicago drive, Blue Spark will move to Cleveland and Cincinnati with similar newspaper drives. Lund & Willett Advertising, Chicago, is the company's agency.

Zakin Adds Lerner Shops; Names Fabian A.E.

Zakin Co., New York, has been appointed to handle advertising for Lerner Sleep Shops, New York, chain of 30 bedding stores. Billing is expected to top $300,000. Zakin also has named Mike Fabian, formerly assistant sales promotion manager of Hudson Pulp & Paper Corp., an account executive.

Johnson-Bartnett Adds One

Coated Products Inc., Middlesex, N. J., has appointed Johnson-Bartnett Agency, Flemington, N. J., to handle advertising for its line of Stixie pressure-sensitive products. The company has no previous agency of record.

AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

Create Creative Atmospheres, Adams Advises Agencies

LOS ANGELES, May 5—"Creativity is a personal thing and by merely recognizing it as such agencies can do much to foster it," T. B. Adams, president of Campbell-Ewald, told members of the Advertising Club of Los Angeles this week.

Mr. Adams said he wondered if some agencies are guilty of a little too much "togetherness," a little too much concern for the committee, the group and the team. Agency people should spend time together "but maybe they could spend more of their time together wondering about what they do when they're apart," he said.

He declared it is possible to create an atmosphere receptive to creativity simply by announcing such an atmosphere. "We can put the old suggestion box back up on the wall. We can welcome ideas and innovations and we can reward them on an individual basis."

■ His concern is for the loss of creative contributions from personnel other than those labeled "creative" and that creativity in an agency should be encouraged for all personnel. For one thing, he said, management can stop rewarding creativity with routine administrative duties.

After all "the building of advertisements, the communication of product ideas and the creation of customers for our clients is our business," Mr. Adams said. In his opinion the agency organization chart necessary to the internal administration of an agency presents a distorted view of the agency's real reason for being.

■ Mr. Adams urged agency management to stop thinking in terms of organizational charts and more in terms of "horizontal dynamic lines of communication." This will acknowledge creativity wherever it may be, he said.

"I think we all suspect at times after watching advertising cliches march through magazines and across our television screens that there isn't enough ad-building creativity to go around."

Asserting that creativity requires outside experiences, Mr. Adams said agency personnel should get out to see consumers and get out to see what other communicators are saying and showing. And, he feels, agency personnel should be at home at nights and on weekends. "Very few people can be creative on a constant crash basis," he said. #

Two Buy TV Specials

Sponsors set for May tv specials include Coca-Cola Co., New York, for "America Pauses for the Merry Month of May" on CBS-TV May 18 at 8 p.m., EDT, and Bell & Howell Co., Chicago, for the news special, "Why Berlin?," with Chet Huntley on NBC-TV May 8 at 8 p.m., EDT. The CBS musical-comedy will feature host Burgess Meredith, Art Carney, Carol Haney, Connie Russell, Molly Bee, the Four Aces, Connie Towers, Russell Arms and Mickey Rooney's young son Teddy. "Why Berlin?" was offered as a background special prior to NBC's coverage of the foreign ministers' conference in Geneva starting May 11. Both the Coca-Cola and Bell & Howell buys were placed through McCann-Erickson.

Rep Opens Detroit Office

AM Radio Sales, radio station representative, has opened a Detroit office in the Penobscot Bldg. Walter Schwartz, who formerly was local sales manager for WWJ, Detroit, has been named sales manager of the new office.

WATER PROBLEM—*The Cast Iron Pipe Research Assn., through Buchen Co., is placing ads like this in American Home, Better Homes & Gardens, Nation's Business, Reader's Digest, Sunset Magazine and U. S. News & World Report, offering a booklet on solving water shortages.*

N. Y. Apple Growers Seek State O.K. for $400,000 Promotion

ROCHESTER, May 5—A big advertising program is in prospect for New York State's apple crop.

Unanimous approval was voiced here last week by 20 witnesses for apple growers seeking a state order to finance promotion, marketing and product research in their annual multi-million-dollar business.

The growers envision $350,000 to $400,000 annually through a self-imposed tax on fresh apples, processed apples, juice and juice products. Approval is required in a special state referendum.

■ Without opposition, the witnesses approved the marketing order contained in a petition presented to Don J. Wickham, state commissioner of agriculture and markets, several weeks ago.

Mr. Wickham, who attended the hearing, indicated approval of the plan. The apple growers said a referendum in mid-May is likely if Mr. Wickham consents to the marketing order. #

'Marketing Research' Gives Procedures, Methods, Cases

"Marketing Research," by John P. Alevizos, has been published by Prentice-Hall, New York. The book describes procedures, methods, techniques and the marketing research role in marketing management. The author is associate professor, marketing department, college of business administration, Boston University.

The book is augmented by 73 case studies designed to acquaint the reader with problems involved in conducting a research study. Price is $8.50.

Katz Named Rep by Three

Katz Agency has been named to represent KONO-TV and KONO, San Antonio, and KNUZ, Houston. KONO-TV was formerly represented by H-R Television and KONO by H-R Representatives, except in the South, where both were represented by Clarke Brown Co. KNUZ previously was represented by Forjoe & Co. and in the South by Clarke Brown Co.

Interstate Buys White Front

Interstate Department Stores Inc., New York, has purchased White Front Stores Inc., a Los Angeles chain of low-markup general merchandise stores. Interstate's 49-store chain had sales of more than $65,000,000 last year; White Front's 1958 sales totaled more than $20,000,000.

New Anti-Trust Law May Hit Canada Admen

(Continued from Page 1)

measures to eliminate such undesirable practices where they exist," he said. Then he added, "We are giving some specific study to this in connection with the proposed Combines Law amendments."

■ A second government concern was described as the "situation in industries which are concentrated in a few hands, where advertising replaces or even eliminates price competition."

"Of course," he explained, "the direct object of our concern is not the advertising competition itself—because competition is desirable, within the rules of the game, in this field as it is in others. Our primary concern is with the question of size and concentration in the industry itself.

"But the relationship of advertising to this problem comes into perspective when I remind you that often when such situations are analyzed we find that while there is a type of competition, it tends to be confined to advertising competition rather than price competition."

■ A third field of concern to the government, he said, was to be found in the area of "reasonable opportunity for an intelligent and efficient operator to enter a field of business or industrial activity."

Mr. Fulton also indicated that "a primary concern" of the government has been the "situation of small business, where we have been giving specific study to loss-leader selling and related problems." This, he said, would be covered in proposed amendments to the anti-combines law.

■ Leon A. Miller, president and general manager of General Foods Ltd., Toronto, declared that believability in advertising "has become one of General Foods' most firmly held principles." He said advertising could be informative, provocative, persuasive and compelling—but "it must also be honest."

Mr. Miller said General Foods' corporate advertising policy contained the following platform:

"Our advertising must be accurate, honest and trustworthy. Product claims must be supported by verified facts and may not convey to the consumer an impression or implication of value not justified by the known facts.

"Our advertising must be restricted to positive and constructive statements about our products. Ferociously competitive attack on, or disparagement of, other manufacturers' products is forbidden.

"Our advertising and advertising vehicles must be characterized by decency and good taste. Their basic appeal must be to those instincts and desires which have helped to dignify the individual and contribute to the building of a civilized society."

■ J. D. Campbell, exec vp of the Canadian Westinghouse Co., outlined the recent introduction of the "eye-saving" lamp.

"We put it on the market to the accompaniment of considerable advertising and promotion," he said. "As long as substantial advertising was continued, the new lamp sold fairly well, accounting for as much as 30% of lamp sales in the average grocery store. But when the advertising ceased, sales dropped to 10% or 15%."

The trouble, it was found, lay in the appearance of the new lamp. While it sold for a higher price, it looked just like ordinary, lower-price bulbs. So homemakers couldn't see any point in paying the difference. The solution was to revise the appearance of the new product, using a cylindrical shape.

Then the new shape was market tested in use tests in 1,300 homes and a sales test in 100 grocery stores. Westinghouse found 86% of the homemakers preferred the restyled eye-saving lamp.

■ "Although in the test only point of sale display material was used to promote the lamp, it immediately began to account for as much as 50% of the lamp sales in the average store mix," said Mr. Campbell.

"It had the unexpected effect, too, of stimulating all lamp sales, which in the test stores rose 45%."

Mr. Campbell divided a product's life into five phases: development, growth, saturation, slow descent and rapid descent. He said the life span could be extended by introducing changes and improvements, especially in the saturation phase. He cautioned against delaying the death sentence for an old product in the rapid descent phase.

"A successful manufacturer must be like a successful dairyman," he explained. "However much sentimental attachment he may have for the old cows, he must nevertheless let them go when their days of usefulness are ending, to make way for the profitable younger stock which alone can keep the business growing."

■ The Canadian advertisers were told by Dr. Maurice L. Tainter, director of the Sterling-Winthrop Research Institute, Rensselaer, N. Y., that North American pharmaceutical manufacturers will spend about $190,000,000 on research this year. He put this figure at about 8% of gross sales.

Pharmaceutical sales in the U. S. have increased by $500,000,000 in the last three years, he said, to a new high of $1.7 billions. Dr. Tainter said 89% of all prescriptions were compounded by the pharmacist 60 years ago, while the other 11% were supplied to him in finished form by manufacturers. In 1930, the figures had changed to 77% and 23% respectively. Today, 93% of all prescriptions are supplied in finished form by manufacturers, and the pharmacist personally compounds only 7%.

■ Walter Weir, exec vp of Donahue & Coe, New York, declared that the whole aim of advertising is to create "a producer-consumer relationship between an advertiser and his logical market." He said that in increasingly impersonal marketing operations it is necessary "through skilful and vivid communication to recreate the person-to-person relationship that once existed between producer and consumer, when each bartered—each traded his particular product for the product of the other."

Mr. Weir added that communication is not enough; understanding must also be achieved. "This is the heart and soul of the marketing process," he said.

■ John J. McGill, advertising manager of the Imperial Tobacco Co. of Canada, was elected president of ACA. He succeeds Harry E. Whitehead, vp of Kimberly-Clark Canada Ltd. James C. Miller, director of advertising, Ford Motor Co. of Canada, was named exec vp, and Allan B. Yeates, assistant director of advertising, sales promotion and public relations, Prudential Insurance Co., was reelected vp and treasurer.

NED W. CALKINS *has been named vp to be responsible for marketing functions of Goebel Brewing Co., Detroit. He joined Goebel as sales manager in 1956. Prior to that he was with Carling Brewing Co. in Chicago.*

■ William Hamilton, Postmaster General of Canada and former general manager of the Advertising & Sales Executive Club of Montreal, received the ACA's annual gold medal award. Mr. Hamilton, who once served as executive director of the Federation of Canadian Advertising & Sales Clubs, was cited for leadership in improving "the stature of advertising in Canada."

The top ten print advertisements produced in Canada last year, chosen by a jury of R. B. Collett, ad director, Lever Bros.; Ted Earl, editor of *Marketing*, and Gerald M. Brown, Canadian Bank of Commerce, were presented to the sessions. Winners were:

Bank of Montreal (Vickers & Benson), Canada Cement (Cockfield, Brown), Canadian Canners (F. H. Hayhurst), Station CFCY (Foster Advertising), Christie Brown-Ritz crackers (McCann-Erickson), Ontario Department of Transport (McKim Advertising), Imperial Tobacco—Players (McKim), Mutual Life of Canada (MacLaren Advertising), Savage Shoes (Breithaupt-Milsom) and Johnnie Walker (McKim). #

Anti-Vice Drive Wins Pulitzer for Utica Dailies

NEW YORK, May 5—The *Observer-Dispatch & Daily Press*, Utica, N. Y., today was named winner of the 1959 Pulitzer medal for meritorious public service. The newspapers were cited for their drive against vice and corruption, which was carried out despite an attempt to impose a 5% tax on newspaper advertising and other official retaliatory measures.

The papers were honored for publishing news stories about Utica as a center for gambling and vice and upwards of 80 editorials which assailed lax enforcement of the laws, alleged collusion by political leaders and suspected efforts at conspiracy to defraud taxpayers.

■ Other Pulitzer prize winners included Ralph McGill, *Atlanta Constitution*, editorial writing; William H. Mauldin, *St. Louis Post-Dispatch*, cartoons; Joseph Martin and Philip Santora, *New York News*, international reporting; Howard Van Smith, *Miami News*, national reporting; Mary Lou Werner, *Washington Evening Star*, local reporting under deadline conditions; John H. Brislin, *Scranton Tribune & Scrantonian*, local reporting under non-deadline conditions. William Seaman, *Minneapolis Star*, was cited for news photographs. #

Media Bashful; P.O. Doesn't Love 'Lady Chatterley'

(Continued from Page 1)

scenity. The copies—some 23 packages—were being mailed to various booksellers by the publisher. Postal authorities of New York referred inquiries to Leo G. Knoll, acting general counsel, in Washington. Mr. Knoll disliked the idea that the books had been "seized," but conceded to reporters that they were being "retained and held during the proceedings," which would begin once the department filed a complaint against Grove.

Grove Press expected a hearing around May 14, and its attorney, Charles Rembar, felt it was "unfair and possibly illegal" to seize the book before a complaint was issued.

■ Meantime, *The New Yorker* had deferred running a second advertisement for the novel (this one signed by Readers Subscription Club, a Grove subsidiary) until the publisher straightened out the book's mailing status. Newspaper advertising for the novel continued to appear after the magazine reached its decision.

Neither the *New York Herald Tribune* nor the *Times* would say whether advertising for the book would continue to appear in their pages before the postal hearing next week in Washington.

James Parsons, head of the *Herald Trib's* department of ad acceptability, said the newspaper is "following the matter closely."

Vince Redding, censor at the *Times*, said only that "we have been taking advertising for the book," and would not elaborate on the *Times'* future position on the novel's advertising.

■ Fred Jordan, in charge of advertising and promotion for Grove Press, told AA that a good many advertisements for the novel had already appeared, but conceded that direct mail for the novel had been postponed to await the results of the Post Office action.

The advertisements for "Lady Chatterley's Lover" are markedly restrained, in a business where the billowing bust and panting prose are standard copy techniques. No illustration and no summary of the celebrated affair between the noted lady and her gamekeeper appear. Quotes from such eminent literary figures as Archibald MacLeish and Harvey Breit are used. Sussman & Sugar is the agency.

■ Barney Rosset, president of Grove, was reluctant to reveal any future ad plans for the controversial "Lady," lest the postal authorities blow the whistle on other magazines and newspapers.

"It's like waving a red flag in front of the Post Office's face," said Mr. Rosset. "Revealing our schedule would be feeding them [the PO] ammunition to go in and stop other ads."

So far as reporters could tell, no official warning to publishers has been issued, although the publishers seemed keenly aware that the advertisement might lead to banning a magazine carrying it from the mail. #

Eldon Sinclair

Sinclair Elected President of Leo Burnett of Canada

TORONTO, May 7—Eldon M. "Hubie" Sinclair, onetime Lever Bros. man, who has been vp and manager of Leo Burnett Co. of Canada Ltd. for the past year, has been elected president of the agency, succeeding Richard N. Heath, who has been named executive committee chairman.

New additions to the agency's board are E. W. (Ted) Hudson, a onetime Young & Rubicam Toronto executive, who has been a Burnett vp since 1956, and Howard E. Whiting, who joined the agency as media and research manager in 1957 and became a vp in 1958.

Other board members, in addition to Messers. Heath and Sinclair, are Leo Burnett, chairman; F. Strother Cary Jr.; DeWitt O'Kieffe; Philip H. Schaff Jr., and William T. Young Jr.

P. O. Man Finds Nude Is Indecent Per Se, Confirms 'Maja' Ban

WASHINGTON, May 6—A Post Office Department hearing examiner has ruled that the department was right when it refused to handle postcards showing Goya's painting "The Naked Maja."

In a 19-page opinion, William A. Duvall said cards mailed by United Artists to publicize its film "The Naked Maja," are "simply a color picture of a nude woman" and are obscene and non-mailable. His decision may be appealed to the department's chief judicial officer.

■ The card consisted of a color reproduction of the painting on one side, and, on the other, a puff for the film, plus address space.

Nudity is found occasionally in this country, Mr. Duvall added, such as on bathing beaches, "but generally speaking, we live in a clothed civilization," and so a nude woman would be regarded as indecent by the average person.

Earlier the department denied it threatened to hold up copies of *Variety* if they were offered for mailing with an ad reproducing the Goya masterpiece. At that time, a department spokesman contended the United Artists announcement was probably a publicity gimmick.

■ In its original announcement reporting danger of a Post Office ban on the painting, United Artists noted no issue was raised several years ago when "The Naked Maja" was reproduced editorially in full color in *Life* or when Spain reproduced the painting on a set of postage stamps. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

GROWING SOUTHWEST AGENCY needs exp'd A/E strong on contact, layout, copy. Wonderful climate; congenial associates; good oppt'y. Reply with complete resume including salary requirements to

Box 2482, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 220 S. State St., Chicago 4

FEMALE
ADVERTISING PRODUCTION ASST. Clerical, 5 day week. Handle classified advertising plus other duties. Typing, accuracy, and ability for detail required. Will train. Call ADVERTISING AGE, DElaware 7-5200, Chicago, Illinois.

MOLENE
Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

NEEDED: FEMALE COPYWRITER WANTING TO GROW FINANCIALLY AND CREATIVELY
Medium size agency known for creative ability has opening for you if you can think in both consumer and dealer fields. Salary commensurate with ability. Our people know of this ad. Send resume in confidence to

Box 2498, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING
Account Executive **$15,000**
Art Director **$10-12,000**
Market Analysis .....**$ 9-13,000**
Asst. Sales Prom. Mgr. .....**$ 7-10,000**
Copywriters .....**$ 7-12,000**

B. L. Clem
IMPERIAL PERSONNEL
37 S. Wabash Chicago 3, Ill. FR 2-4233

YOUNG MAN FOR MEDIA DEPT. SOME EXPERIENCE IN PRINT MEDIA DESIREABLE. AGE 24-30. CHICAGO OFFICE OF 4A AGENCY. FORWARD RESUME WITH SALARY REQUIREMENTS TO

Box 2505, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

AGRICULTURAL-INDUSTRIAL A.E. Must know farm chemical advertising and marketing thoroughly through experience with agency or company, and be a good contact man. Allied experience in industrial advertising desired. We need a man who is creative, who has sound and proven ideas, who has in one way or another helped handle all phases of advertising—copy, production, contact, rough layouts, media selection, etc. This man can plan as well as execute advertising programs. We want a pro, not a beginner. Age range, 25-40. Salary open. Write giving complete advertising history, personal data, salary requirement. If you are ambitious, want to join a good industrial agency, and like the South this may be your greatest opportunity. Write in confidence. Your letter will be answered.

Box 2499, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

MANAGING EDITOR for magazine on metal-cutting subjects. Knowledge of a variety of carbide and steel tools wanted.

Box 2500, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO THE MAN WITH A GOAL BEYOND SELLING
The man with imagination, management potential, a broad marketing outlook, a sales background . . . the man qualified by vitality and ambition to sell space for a top notch trade publication.
Here is an unusual opportunity for the man with dash, brains and versatility to enter a broader and more lucrative field than straight product selling.
Are you the one man in 50 we want?
Send resume.

Box 2501, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

WANTED:
SPECIALIZED EDITING TALENTS. If you have either a merchandising or marketing background, and have also edited a successful business publication, you may be the man we need to head an existing editorial staff of a book whose readers produce products sold at the retail level. Salary open. Reply in confidence with complete resume to:

Box 2504, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

HOW FAR CAN YOU GROW?
Small, active institutional book publisher in Chicago has immediate opening for Sales and Advertising Manager. Are you interested in a chance to create a vital promotion program, build your career? Do you want top working conditions, benefits, good vacations, starting salary around $125 per week? You should have direct mail and space advertising experience, be able to plan complete program, write clean, factual copy, run 7-person department, do some travel. If this is you, write, with resume, to

Box 2502, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER
DIRECT MAIL

We are a 50-year old company selling business publications by mail. Sales run into the millions per year. Copy is hard-sell, lean lively.

The man we are seeking is a COPY man who will welcome the opportunity to be free of executive responsibilities so he can concentrate on copy, sales ideas and new products.

This is a lifetime opportunity with a challenging and growing future. All employees participate in Profit-Sharing and other liberal benefits.

No age limit. Write factual letter describing particularly your past experience and what you want the future to hold for you.

Box 2503, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

SALES MANAGER
(Creative Printing)
$12-15,000 Plus

Our client, a well established, recognized, quality lithographer selling primarily to "blue chip" accounts, wishes to expand its sales organization and broaden its market.

Their modern Philadelphia plant is fully equipped to produce quality lithography regardless of size, and has complete color process equipment. This management position is available due to expansion. It is not a replacement.

A successful record of sales management experience in the printing field is a firm pre-requisite.

Reply in confidence, only by letter and typewritten resume, including present income.

There is no charge or obligation for our services.

JACK LEWIS
LEWIS-PEARSON ORGANIZATION, INC.
Sales Consultants
529 Sugartown Road Berwyn, Pa.

ARTIST WANTED

A Production artist with at least three (3) *or* even thirty (30) years of experience needed to fill position with Catholic Publishing house near Chicago. *He or she will need:* Layout experience, knowledge of commercial art techniques, printing production. *This position offers:* security, suburban living, nearby University atmosphere, and an opportunity to utilize some of your better ideas. Salary of $5000 will appeal to a comparative newcomer or the person who wishes to settle for less money and more living. Send résumé and samples to: Box 516, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING & MARKETING OPPORTUNITIES

AGCY MGT/AE **$25,000**
A Pro who is an able administer-contact man to secure new business—can operate at a profit—ownership possibilities.

PUBLICATIONS EDITOR .....**Salary open**
Ph.D.—write orig. medical reports—direct creative development, prod., distribution and control of monthly publication.

INDUST. AD MGR. **$7,800-$8,700**
Able to handle complete program. 3-5 years exp., progressive firm.

ASS'T SALES PROM. MGR. **$6,000-$8,000**
Degree, 2-3 years experience in industrial adv. Chicago, permanent with many company benefits.

ASS'T AD MGR......**$7,200-$8,200**
Electronic background, 2-4 years experience some technical writing ability.

COPYWRITER .....**Salary open**
Ability to write sparkling copy on technical subjects. Excellent opportunity with fast growing agency.

LAYOUT ARTIST .....**$6,000-$6,500**
Modern—creative know mechanicals and paste up.

MARKETING MANAGER **$15,000**
Set up comprehensive marketing department, complete marketing function, including research, forecasting, diversification, product planning, industrial manufacturer. B.A. required, 5 to 10 years marketing experience required, age to early 40's.

MARKET RESEARCH JUNIOR ..**Money open**
For leading agency, market research, sales research, media research for their clients, mainly consumer goods, M.B.A. required, 25 to 30, experience not required.

I. M. DAIKER
DRAKE PERSONNEL, INC.
29 E. Madison Bldg., Chicago 2, FI 6-8700

POSITIONS WANTED

We offer TRADEMARK, PACKAGING & PRODUCT DEVELOPMENT . . . . . creative research and design, by top talent freelancers working as a co-op

Box 2487, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Experienced all phases Advertising and Sales Promotion-consumer and industrial. Capable heading up your Ad Dept. and directing agency, or creating, writing and following through on your ad program as one man Dept. Seeks pos. as Ad Mgr. with Mfgr. Salary 10M. Write for resume.

Box 2506, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AAAA TV-RADIO EXECUTIVE
Interested in immediate move to West Coast or NYC agency with solid future. Excellent record. Working background 18 years in petroleum, beer, foods, farm equip. Creative. Heavy client contact. Know networks, local stations, film suppliers, syndicators. New business exp.

Box 2507, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Mr. Magazine Publisher:
You could rely on this assistant. Seasoned advertising/circulation promotion—alive to production, design—ranks editorial content One. Journalism degree, 33. Write Box Five, 505 West Thirty-first Street, Kansas City 8.

WHEELS ARE TURNING . . .
Product: Male
Description: 32, single, college.
Features: Experienced as Asst. Ad Mgr., Asst. Account Executive, Agency Owner, Agency Production Mgr., Art Director, Newspaper promotion.
Present: Ad Director of $10 million consumer product corporation.
Special Features: Commercial artist, Copy writer, Full knowledge of production, marketing.
Price: Opportunity . . . Agency or Manufacturer. Location - North, East, South, or West. Five figures.
Available June 15.
Demonstration at your convenience.

Box 2508, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HI-FI COPYWRITER
4A's test says, "highly gifted, creative individual." Specialty consumer electronics & hi-fi. 6 yrs. solid exp. cons/industrial drug & hard goods in advg. dept., agency & d.m. Age 29. Now copy-contact on national electronics acct. Understands audio functions; able to translate into sales ideas. Prefer agency or mfr oppty in cons/industrial electronics as writer, ad mgr or acct exec., but open to other lines. Chicago only.

Box 2509, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA REPRESENTATIVE
Located in New York and have ten years selling competitive Farm Market Excellent sales record. Wishes change with progressive Publisher.

Box 2513, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CAPABLE ADMINISTRATOR ADVERTISING AND PROMOTION
Fifteen years in present position—director of advertising, sales promotion, and publicity for major U.S. manufacturer. Six years selling engravings and printing. Because of corporate structure, now stuck in comfortable five figure lifetime job which stifles initiative. A.B. degree, graduate school, age 45, married, two children, will relocate.
Seeking challenging opportunity to utilize talent. Proven administrative ability based on thorough knowledge of marketing, plus rock-solid background in all phases graphic arts and merchandising. Seasoned executive—self-starter who will produce.

Box 2510, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL ADVERTISING MANAGER
Graduate engineer, U of M. Development engineer, national manufacturer. Twelve years copy, rough visuals for pub advertising, direct mail and brochures also trade shows for three industrial companies. Five years practical production Eleven years editor national new product tabloid. Exceptional management experience. Well rounded, well grounded.

Box 2511, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

INDUSTRIAL AD PRO & PR MGR
Experienced setting up new or handling existing dept. 8 yrs electronic mechanical bkgrnd. Tech Writer. Degree, 32, $12M

Box 2514, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

VIRGINIA OR CAROLINA
Desire dept., agency or allied position in southeast. 15 years diversified dept., agency, sales promotion, merchandising, pub. rel. and graphic arts experience. Industrial and consumer. Contact, creative, administrative work. Dependable, resourceful. Married. College. Moderate salary requirements. Former area resident.

Box 526, Advertising Age
200 E. Illinois St. Chicago 11, Ill.

MARKETING RESEARCH

Promotions have opened several positions for senior analysts and supervisors in our research department. For these openings we require men who can write clearly, deal effectively with people and grow into more responsible positions. Applicants must have sound technical backgrounds, extensive consumer marketing research experience, and a broad knowledge of advertising and marketing. Send résumé, including salary required, by mail to:

M. R. Loehrke, Personnel Director
Foote, Cone & Belding
155 East Superior, Chicago 11, Ill.

POSITIONS WANTED

ADVERTISING MANAGER
Young in food field. Creative ability in adv., merchandising, sales promotion. Versatile- skilled in copywriting and commercial art. Now in Midwest, wishes to relocate East Coast. Write:

Box 2512, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. & SALES PROMOTION MGR. with field & administrative sales background, can spark & coordinate your industrial program. Experience in agency liaison; promotion & merchandising through distributor & dealers; copy, rough layout, production. Low 5-figures. Send for resume.

Box 2515, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONE OF NATION'S TOP TEN TV COMMERCIAL WRITERS
(so said a trade mag) available June 1; prefer West Coast or Chicago.

Box 2516, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO LATIN AMERICAN DIVISION
Aggressive young advertising executive anxious to serve manufacturer from creative advertising layouts through finished art and sales promotion. Full knowledge of spanish language. Heavy experience in latin-american advertising. Proven ability in retail and national campaigns. Would consider travel.

Box 2517, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE MAN OR ADV.-PROMOTION EXEC
16 yrs. solid exp. all phases, trade and consumer. College grad; fast-moving; stable; strong leader or cooperative team worker. Anywhere. Send for resume **now.**

Box 2518, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASST PRODUCT MGR./ACCT. EXEC.
4 years experience in all phases agency operation in exchange for opportunity to learn while assisting busy executive

Box 2519, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ARTIST-ILLUSTRATOR-VERSATILE
Capable of handling job from idea sketch thru finish in B.W. and full color. Complet. exp. Just the man for art dept. in agency P.O.P., Litho or Printing Co. Mod. Sal.

Box 2522, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE
Midwestern Representation Available For One Audited Business Publication. Chicago Hdqrs.

Box 2520, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

TRADE MAGAZINE FOR SALE
Specialized segment of building industry. 50 years old. Write.

Box 2521, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

MISCELLANEOUS

CIRCULARS DELIVERED
South Arkansas towns. Door delivery guaranteed. Free information folder.
GENERAL ADVERTISING DISTRIBUTORS
P O Box 104, Pine Bluff, Ark.

FREE WRITERS CATALOGUE giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

Make perfect offset ptg. negatives without camera, dk room, exp. equip. Free sample neg & info. Write:
Beavers, Box 1084J, Gardena, Calif.

ILLUSTRATOR — CARTOONIST- Free Lance Greeting Card Specialist. J. Brahm, Mdse. Mart Bldg., 712 S. Olive, rm. 418, Los Angeles, Calif. MA 2-7337.

COMML. ART & OFFSET PRINTING
24 hour service, excellent quality plus economy. Layout, illustration, package design, photography. Complete mechanical production for sales promotion, catalog, brochures, flyers, house organs.
Mech-Art Studios, Inc.
HArrison 7-0057 - Chicago

DO YOU WANT TO EXPAND YOUR BUSINESS? —
Have repeatedly planned, and engineered successful selling ventures in three concerns. Am now starting my own business. This will prove a good investment for you.

Box 524, Advertising Age,
200 E. Illinois St., Chicago 11, Illinois

WANTED:
two ad-ept writers

We need two more accomplished copywriters, men who want to move ahead financially with an agency that pays well for consistent creative performance. Requisites: proven writing talent, flair for campaign ideas, detail and deadline discipline. Agency background a must. You'll work on a variety of growth accounts in this $2 million agency where good copy and ideas are respected by both AE's and clients. You'll enjoy small city living—big city advantages. Write us a letter detailing experience, salary range and other pertinent facts. Enclose a proof of the best ad you've ever written.

Howard Swink, President
HOWARD SWINK
ADVERTISING AGENCY, INC.
372 East Center • Marion, Ohio

Immediate opening:

MARKETING SUPERVISOR FOR TOP 4-A AGENCY

Are you a self-starting sales promotion executive, age 30 to 40, ready for your most significant career move? Do you have sound business judgment, combined with the ability to conceive, organize, sell and supervise complete sales force and dealer promotions—from idea to client to field?

Do you have the ambition and drive to get in on the "ground floor" with a major advertising account—and to share the excitement and rewards of helping it grow? The right man can answer "Yes" and prove it by his record. He will earn his five figure salary by quickly taking hold of important responsibility on our Marketing Department team. He will work out of our Chicago office, traveling to contact client and field force. He will enjoy the advantages of working in one of America's best known 4-A agencies, including all the usual employee benefits plus profit-sharing, pension and stock ownership plans.

If you are the "Self-Starter" we seek, start now by sending your résumé. Completely confidential, of course. ADVERTISING AGE, Box 529, 200 East Illinois Street, Chicago 11, Illinois.

TOP CREATIVE DIRECTOR

Man we seek is 35 to 40 years old. He is an idea man with ability to write and supervise other writers. He knows merchandising and is an all-around advertising man. He wants to be one of the owners, not a name on the payroll. Ours is a small, financially-sound agency in small community not too far from Chicago. Please send résumé and salary needs. Your confidence will be respected.

Box 522, Advertising Age,
200 E. Illinois St., Chicago 11, Illinois.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1082
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ADVERTISING MAN for Advertising Department of Electric Appliance Manufacturer. Should have at least five years of agency or manufacturer experience in vacuum cleaner or floor care advertising and promotion. Excellent opportunity with company benefits. Midwest location. Reply in confidence. Box 523, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PRINTING SALES PROMOTION MANAGER
Large growing commercial letterpress and offset printing plant has need for sales promotion manager with general sales manager potential. Excellent opportunity for young man who has had several years of practical printing, advertising, and sales background.
Must be experienced in market analysis, and be able to provide creative sales assistance and supervise art department.
Address Box 527, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 48th Year

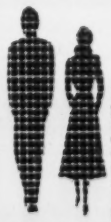
MKTG. EXEC., food trade, major agency. Top mktg. exper. first consideration, agcy. exper. 2nd.	VERY OPEN
MKTG. EXEC., top-to-bottom farm equip. man. Agency exper. helpful, not required.	VERY OPEN
FOOD COPYWRITER. Top agency that respects rising-star writers	to 14M
AGRICULTURAL PR MAN. Must really know farm field.	10-11M
COPY-CONTACT, feeds & supplements, animal nutrition prods.	10-11M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

PRODUCTION MAN WANTS JOB!
Has worked in the agency field. Knows all phases of production, traffic, service, billing. Understands customer requirements. Knows how to work with account men. Finest reference. Box 525, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

PRINTING EXECUTIVE SALESMAN
Expanding capacity of our plant will create an opportunity for an executive type of creative salesman who has had experience in handling large accounts.
A thorough knowledge of the printing industry, particularly offset work, will be helpful.
This man will be backed by unusually large modern capacity, as well as helpful and efficient sales service and operating personnel.
We operate one of the largest combination plants in this area, with large composing room capacity, sheet fed and rotary multi-color letterpress and offset presses, plus modern efficient bindery.
In Chicago, call E. G. Hubbell, SUperior 7-8990 for appointment, or write, Neely Printing Co., Inc., 871 N. Franklin St.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes proportionately priced.
Ward Kah Box 87-A Glendale 8, Calif.



Fine-Screening Speeds Hiring

Experienced in every phase of advertising, Bolton's careful study of positions and applicants often brings them together as handily as a brand new zipper. The Bolton man is geared for the job—or isn't sent.

WILLIAM BOLTON ASSOCIATES
1243 Western Saving Fund Building
Philadelphia 7, Pa. Kingsley 6-1330
Service Nationally

4-COLOR COMMERCIAL PRINTING—COMIC BOOK TECHNIQUE—From idea to finished booklet. Geared to save you 20% over-all. Contact PUBLISHERS REPRESENTATIVES, Dept. AA3, 1472 Broadway, New York 36, N. Y. BR 9-0382.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

Looking for an Agency Association with a future?

Do you want to live in the Southwest? Do you want to associate (not just work) with a financially sound 3 year old agency already billing over $500,000? We're two top associates looking for a third who's a TV-Radio specialist and knows how to produce newspaper copy. We can have a 2,000,000 billing and need just the man to help get it and help produce it. If you believe you can work into a share of management and really want to, then contact us immediately. You can be a young man with a burning ambition to build, or in your 40's and seasoned, looking for permanence and willing to trade ability, experience for a future ownership share providing you can prove it to us after one year.
Address Box 521, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

SALES PROMOTION WRITERS (2)
Well-known, established agency has excellent career opportunity for 2 experienced sales promotion writers. Must have samples to show of past writing done in some or all of these areas: salesmen's presentations, retail promotion kits, direct mail (not mail order), sales meeting scripts or speeches, slidefilm scripts, consumer literature. Send résumé only, no samples. Include salary requirements. Replies will be held in strict confidence.
Box 528, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

State Tally on Outdoor Restrictions: One Law Passed, 10 Dead, 14 Pending

(*Continued from Page 3*)
no action should be taken on qualifying for the bonus now, since there has been some action in Congress aimed at modifying the rules (AA, Feb. 9).

The association also points out that "informational sites" (proposed by Secretary Weeks to provide grouped postings) might in many instances cost more to build and maintain than the bonus money would provide.

The state bills are being pushed by the Roadside Council (devoted to keeping highways "free and uncluttered"), garden clubs and individual legislators who see the anti-outdoor measures as good money makers and politically popular, according to Mr. Ruddy.

▪ Of greater interest to the OAAA than the actual restrictions along 41,000 miles of proposed federal highways, is the effect such restrictions might have on state and local governments which control other roads. Mr. Ruddy said the feeling that "if the federal government can do it [restrict signs], so can we" might lead to a rash of local restrictions on outdoor.

Mr. Ruddy said that in Maryland, where amendments were passed to an already stringent outdoor law, some attorneys have questioned whether the amended law actually does qualify the state for the federal bonus. States have until July 1, 1961, to pass qualifying bills.

The following state legislatures, according to OAAA, have considered bills which would conform to federal billboard control standards and qualify the states for an extra 0.5% of federal road-building money, as provided in the 1958 Federal Highway Act:

STATE	STATUS	STATE	STATUS
Md.	Passed	Ore.	Pending
Cal.	Pending	Pa.	"
Colo.	"	Wis.	"
Conn.	"	Ariz.	Adjourned
Fla.	"	Ark.	"
Ill.	"	Ind.	"
Ia.	"	Kan.	"
Me.	"	Minn.	"
N.H.	"	N.Y.	"
N.J.	"	S.D.	"
O.	"	Tenn.	"
Okla.	"	W.Va.	"
Mo.			Dropped

Some Agencies Now Blacklist Multiple Spotters

(*Continued from Page 2*)
surveyed approximately ten agencies on (1) their policies toward triple spotting, (2) their findings on the prevalence of the practice and (3) what they thought could be done to alleviate the problem. They gave informal reports and asked that nobody be quoted directly.

▪ In general they found:

• Most of the agencies are very much aware of the problem and are taking a variety of steps to stop the practice.

• Remedial measures range from increased monitoring by Broadcast Advertisers Reports or private individuals to the inclusion of anti-triple spotting clauses in spot contracts, to the cancelation of repeated violators.

• Some agencies indicated that they respect the telecasters who inform them in advance when they are getting into a multiple-spot schedule.

• Adjacencies to more than one advertiser in feature films breaks are not objectionable to many agencies.

• One agency man, who felt that the closing credits are overlong anyway, suggested that stations might be allocated a minute to sell between network shows, instead of the present 30 seconds. #

Arnold Bakers Sets Push

Arnold Bakers Inc., Port Chester, N. Y., started a new campaign the first week in May with the theme: "Yes ma'am! Bread's our baby . . . we baby it so you can pamper your family." Weekly 600-line ads will run in newspapers from Maine to Virginia, backed up by a spot radio campaign in the same area. A secondary campaign in *The New Yorker, New York Times Magazine* and *New York Herald Tribune Today's Living* will promote Arnold's specialty products, such as Slender Key loaf and the small family loaf. The campaign will continue throughout the year. Kudner Agency is handling the campaign.

C-M Adds 'Boating Industry'; Conover Is Named Publisher

(*Continued from Page 2*)
trical Manufacturing and *Boating Industry* to our list of eight other publications, we expect our 1959 billings to be approximately $11,000,000, compared with about $8,000,000 in 1958."

Mr. Mast also announced a number of additional shifts on the company's other publications:

• Louis J. Perrottet, publisher of *Electrical Manufacturing*, Harvey Conover Jr., and Richard C. Burns, publisher of *Mill & Factory*, have been named vps of the company.

• W. G. Maass, vp and publisher of *Volume Feeding Management*, will become publishing director of that paper, and will continue as publisher of *Space/Aeronautics, Business/Commercial Aviation*, and "Space/Aeronautics Research & Development Technical Handbook."

• Webster Young, sales manager of *Mill & Factory*, will become publisher of *Volume Feeding Management*, and Joseph Bessette, western sales manager of the latter publication, will move to New York as sales manager. Paul Warner, Cleveland district manager of *Mill & Factory*, will move to New York as sales manager of that paper.

▪ Harvey Conover Jr., the new publisher of *Boating Industry*, is a son of the late Harvey Conover, who founded the publishing company in 1927 with Mr. Mast Sr. Mr. Conover Jr. was graduated from the U. S. Naval Academy in 1949 and has been with the publishing company for the past six years in various sales and executive positions. He is also a director and secretary of the company and an avid boat owner and enthusiast. #

Almost everybody of importance in ***advertising*** *and* ***marketing*** *reads and uses*

The ADVERTISING MARKET PLACE

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Deems Odell Weeks Kenyon Weir O'Neill Miller Rhodes

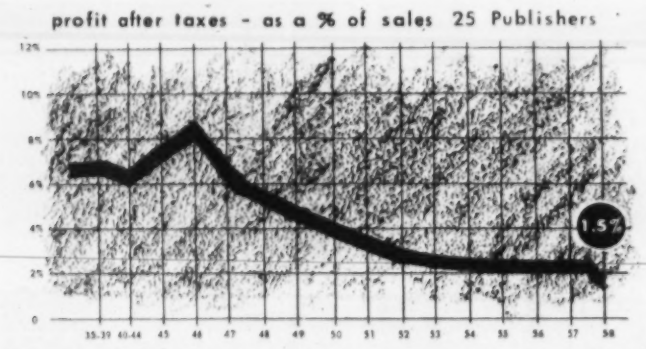
PUBLISHERS' COLLOQUY—*Getting together for some earnest conversation at the annual Magazine Publishers Assn. convention are Richard Deems, Hearst Magazines; Elliott Odell, Farm Journal; Edward A. (Ted) Weeks, The Atlantic; Robert E. Kenyon Jr., MPA president; Walter Weir, Donahue & Coe; Michael J. O'Neill, TV Guide; Donald H. Miller Jr., Scientific American, and Kent Rhodes, Reader's Digest, who is chairman of the MPA.*

'58 Gloom Turns to Brighter '59 View: Von Tress

(*Continued from Page* 1)

other, not fighting against other media, but fighting for recognition of the true strength of magazines."

■ The grim view of publishers' profits was reenforced by MPA's paper committee report, which was distributed at the meeting. This report, based on an analysis of operating figures for 25 magazine publishers, showed that average



net profit fell to 1.5% in 1958. This represents a decline from a postwar high of 8.3% in 1946 and is a substantial drop from 1957's 2.7% figure.

The 25 magazine publishers represented in the analysis sold two billion copies in 1958; in terms of ABC paid circulation they represent more than half the magazine industry.

■ While Mr. Kobak was explaining the impact of 1958 on the magazine business, he noted that all costs—editorial, circulation, mechanical and selling—continued to rise during the year, despite shrinking revenues and vanishing profits. One might wonder, he noted, "Are we going to be in for a series of dying books?"

He said he didn't think so. But he urged that publishers take two steps: Institute cost control and find out why it costs more to publish, and why it constantly takes more people; and then go through their organizations and "get the fat out." He also suggested that publishers intensify industry effort to get more and comparable information from each other.

■ Mr. Von Tress' optimism about the resurgence of magazines was buttressed by the disclosure of specific projects which the industry is undertaking.

Edward Miller, assistant to the publisher of *Life*, reported on research projects now under way.

The most dramatic is a six-week use of Market Research Co. of America's panel, a project which cost some $300,000. This study went into the field April 19, and will be completed in May; results ought to be available in September.

This project is based on two preliminary studies, one made in Hartford, and a pilot study made in Toledo. Its object is to show (1) the number and kinds of people reached by magazines and by television; (2) the marketing significance of the people reached by magazines and those reached by television and (3) differences in their respective psychological attitudes and ways of life.

Mr. Miller emphasized that it is "not a direct attack on television"—that it is a comparative study calculated to show coverage and market potential of tv and magazine audiences, and that it is an attempt to fill a void left by other types of research.

■ Mr. Von Tress commented that the study, if it follows the pattern of the pilot studies, will show the need for the use of magazines to throw advertising impact against the best portion of a market, and that it ought to be equally useful to small and large magazines.

■ Wesley L. Bailey, creative director of *Good Housekeeping*, reported on MAB's merchandising activities, which included the furnishing of slidefilms and booklets on the effectiveness of magazines for advertisers' sales staffs to 250 ANA members, which used them in 1,000 meetings. The magazine coverage service has now been used by 550 advertisers, he reported.

Among the projects he said he would like to see activated are (1) campaigns in vertical business papers in the food, drug, appliances and toiletries fields, and (2) a series of key city sales meetings for retailers, jobbers and distributors. In each city this "traveling road show" would have an audience of about 200 of these, and Mr. Bailey estimates its cost at about $2,500 per city.

■ Charles S. Thorn, vp of McCall Corp., reported on MAB's sales committee activities. He emphasized that a force of 2,500 magazine ad salesmen represents a vast manpower pool to be harnessed in support of all magazines. He said MAB's committee worked with organizations like Chicago's Agate Club and the Lantern Club in Boston, and two new organizations on the West Coast. He mentioned the successful Chicago meeting in January and expressed the hope of more meetings like it to come.

■ Philip Ewald, promotion director of *The New Yorker* and MPA promotion and public relations chairman, showed the new campaign MPA is now running in advertising business papers, as well as the individual magazine campaigns being run by various publications. He expressed satisfaction over being able to get a campaign approved and running after months of meetings and persuasion.

■ Mr. Von Tress also summed up part of the magazine promotion problem: Lack of money. MAB operates on a budget of $336,000, plus a special dues budget of $229,000 (from which the research projects were financed in part)—a total of $565,000. This compares, he noted, with more than $2,000,000 for the Bureau of Advertising, ANPA; $1,000,000 for TvB, and $850,000 for the Radio Advertising Bureau.

■ Other aspects of the magazine outlook:

Paper: C. C. Westland, vp of McCall Corp., said the paper situation has eased and that the "penalty," which used to be 2% for use of paper below 45 lb., had been reduced to 1½% last year.

Production: F. E. Church, production operations manager of Time Inc.'s corporate production division, reported that the joint committee of the Four A's and MPA is reviewing the standards promulgated in 1951, with questionnaires to printers and MPA members, and later to agencies. It is hoped to establish standard "color bars" and to standardize proofing stocks.

Public service: Allen Wilson, vp of the Advertising Council, sketched proposed campaigns on education and excellence—all long-range projects aimed at increasing the respect for academic performance among students and parents. Tentative working titles for the campaigns are, "It pays to do your best" and "It pays to know."

■ Theodore Waller, vp of Grolier Society, reported on the success of National Library Week, which attracted unusual support this year. He noted that studies showed that teen age reading must be cultivated because the years before 17 form most of the leisure habits one carries into later life.

■ Bernhard Auer, circulation director of *Time*, reported that the circulation committee felt that additional research is needed on the problem of reading. He commented that research shows college students doing little reading outside of assigned work.

■ Arthur Z. Gray, president of Street & Smith, stressed legislative problems confronting the publishing business and asked that publishers speak out in their own publications on political issues which affect them. He noted that in the past year MPA (1) has achieved closer liaison with other publishing organizations, including the National Editorial Assn. and ANPA, and (2) has worked out closer relationships with advertising groups interested in common problems. #

Rubel Outlines Cost Breakdown Giving Agency 10% Profit

(*Continued from Page* 1)

ACTIVITY	% OF AGENCY INCOME
Media selection	4.5
Research	3.0
Mechanical production and radio-tv production	6.0
Publicity and public relations	2.0
Accounting (general and administrative)	12.0
Total salaries	66.5
Expenses and outside costs (rent, travel, entertainment, stationery, telephone, etc.)	23.5
Total costs	90.0
Before-tax profit	10.0
Total	100.0%

■ In emphasizing that the breakdown was an average, Mr. Rubel said: "In an effort to create the most effective advertising possible and still operate at a profit, agencies have found it necessary to spend the money they receive from clients where it will produce the greatest results for the advertiser.

"There is no formula for this, because each client's advertising, each product's advertising, and even each project undertaken requires separate analysis and determination of what should be done, who should do it and how much effort should be used."

Mr. Rubel said the 15% agency commission system is "an excellent and useful core around which to build a flexible and sound compensation system for advertising agencies." He added that "a standard measure of the value of an agency's services is required as an adjunct to the commission system." #

Borg-Warner's Corporate Ads Go to Clinton Frank

(*Continued from Page* 1)

he declined to name any of the agencies, AA learned that the six finalists were Clinton E. Frank, Young & Rubicam, Foote, Cone & Belding, Benton & Bowles, J. Walter Thompson Co. and McCann-Erickson.

The winning Frank team, which was led by Clinton E. Frank, president, included G. Bowman Kreer, vp of marketing services; Perry Brand, vp and plans board chairman; Wayde Grinstead, vp and account supervisor, and Fred Williams, account executive.

■ Borg-Warner said that it is contemplating no other changes in its agency setup at this time. The industrial giant has some 13 other agencies for its various divisions and subsidiaries.

The first indication that JWT was having trouble on the account occurred last February when Borg-Warner announced that it would interview some six agencies, including JWT (AA, Feb. 16). JWT had handled B-W's corporate advertising since 1943. #

Dewey Pinsker, 61, President of E. T. Howard Agency, Dies

NEW YORK, May 6—Dewey Pinsker, 61, president of E. T. Howard Co., died May 4 at Le Roy Hospital after a short illness.

Born in Brooklyn, Mr. Pinsker started his career as a copywriter for the old Joseph Richards Co. In the early 1920s he joined Ajax Advertising Agency, and in 1927 he became its president. In that period he became one of the first writers of advertising copy for radio, for the Manhattan Electric Supply Co., and wrote and published a book, "Facts First, Then Advertising," believed to have been one of the first stressing the importance of advertising research.

■ In 1928, Mr. Pinsker and Arthur Lippmann formed a partnership, and the name of the Ajax agency was changed to Pinsker-Lippmann Co. In 1931 it was merged with E. T. Howard Co., which had been founded in 1878; Mr. Pinsker became president and Mr. Lippmann vp of the Howard agency.

Mr. Pinsker was a founder and former president of Birchwood Country Club, Westport, Conn., and was active for many years in the Advertising Club of New York.

Ludgin Resumes President's Chair as Bliss Resigns

CHICAGO, May 7—Vincent R. Bliss this week resigned as president of Earle Ludgin & Co. He did not announce his plans, but said he resigned to seek a "change in environment."

Vincent R. Bliss

Mr. Ludgin, board chairman, said he did not plan to name a new president "for the present." He said he would take over the president's duties when Mr. Bliss leaves, probably before the end of May.

No account changes or other personnel changes were anticipated as the result of the resignation, Mr. Ludgin said.

Mr. Bliss joined Ludgin as a vp in 1932 and was named exec vp in 1946. He was elected president in 1954, when Mr. Ludgin moved up to board chairman.

The Ludgin agency has been battling to regain lost billings, which began to slip when it lost the Helene Curtis account in 1957 and Zenith Radio Corp. account early in 1958. It recently lost the $1,000,000-plus Tidy House Products business to Guild, Bascom & Bonfigli (AA, April 13). It added the regional Yellow Pages account last December (AA, Dec. 22, '58). #

Transport Ad Men Name Mers President, Set Revamp of Group

NEW YORK, May 7—Harold B. Mers, formerly managing director of the National Assn. of Transportation Advertising, has been named president of the organization.

Appointment of Mr. Mers as first paid president of NATA is the first step in reorganization of the association.

During the coming year, Mr. Mers said, NATA will undertake a seven-point program "to increase the value to advertisers of the transportation advertising medium and to disseminate more and better media information to agencies and advertisers."

■ The projected program will include (1) a research program, including Politz studies, to document circulation of outside bus posters; (2) establishment and promulgation of standards of practice for NATA members; (3) promotion of a wider understanding of the efficiency of transportation advertising as a national medium of mass communication; (4) promotion of greater creative attention to ads prepared for transportation display; (5) an expanded standardization program to assist national advertisers; (6) expansion of NATA's information service to provide more helpful media information and (7) an intensive effort to clarify the image of the transportation advertising medium.

Mr. Mers has served as managing director for the past 14 months. Before that he was a staff executive of the American Assn. of Advertising Agencies; still earlier he did media and market research and sales promotion for *Puck-the Comic Weekly* and for Fuller & Smith & Ross. #

Barnet Succeeds Steele at Pepsi

Herbert L. Barnet, president of the Pepsi-Cola Co., New York, has been named chief executive officer, succeeding the late Alfred N. Steele. The office of board chairman, another of Mr. Steele's titles, has been discontinued.

Last Minute News Flashes

Drop Unreal List Prices, NBBB Head Urges

NEW YORK, May 8—Kenneth B. Wilson, president of the National Better Business Bureau, has issued an appeal to manufacturers to abandon use of "list prices" which do not coincide with the going prices in the area or areas used. In supporting the position which the Federal Trade Commission has taken on the propriety of using "list prices" in advertising, Mr. Wilson said: "Unless a manufacturer is assured that his product will be sold at a list price, 'manufacturer's list price' and terms of similar import should be avoided in national advertising and in advertising supplied to distributors and dealers, or in any other form which may reach the public."

Slenderella Tax Hassle Shifts to Bankruptcy Court

NEW YORK, May 8—More than 60 Slenderella affiliates in 20 or more states have filed petitions of arrangement under Chapter XI of the bankruptcy law in the U.S. district court of the southern district of New York. The Internal Revenue Service, which placed 90 income tax liens against the Slenderella network of reducing salons April 21, still has about 30 salons under seizure. The arrangement petitions would put the tax dispute under the jurisdiction of the bankruptcy court and also enable the company to continue in business while the dispute is being resolved.

Lawry's Food Names Doyle Dane; Other Late News

• **Lawry's Food Products,** Los Angeles, manufacturer of specialty foods, ended a five-week search for an agency with the naming of Doyle Dane Bernbach. The account had previously been handled by the 32-year-old California Advertising Agency, which is closing its doors with the retirement of Walter Van De Kamp. Lawry's is currently billing $400,000, but has new market plans which may call for a substantially expanded budget next year.

• The **National Assn. of Broadcasters'** tv code review board will soon open a Hollywood office to work with independent tv producers there in an effort to prevent code violations before they happen. The review board's chairman, Donald McGannon, president of Westinghouse Broadcasting Co., told a fifth district, Advertising Federation of America, meeting at Huntington, W. Va., that some 40% of current tv programming is made in Hollywood.

• **Clifford Dillon,** vp and former assistant creative director of Compton Advertising, New York, has been named chairman of the creative board set up this week by the agency.

• **Charles S. Schwarz,** formerly vp and general manager of L.&C. Mayers Co., has joined Silvray Lighting Inc., Bound Brook, N.J., as merchandising and sales promotion director of the company's newly formed consumer division. Heretofore the company has handled commercial lighting exclusively.

• **Jay S. Conley & Co.,** Mountain View, Cal., has filed suit in U.S. district court, San Francisco, charging Colgate-Palmolive Co. with trademark infringement and unfair competition. The suit is aimed at Colgate's Genie, a new detergent. Conley claims that it has used the trademark, Jennie, on all of its detergents and other products for nearly six years. Colgate declined comment until it could examine the suit.

• **Frederick V. Bronner** has resigned as promotion supervisor of *McCall's'* Use-Tested program and sales presentation to join Time Inc., effective May 18. Mr. Bronner reportedly will be succeeded by Norbert Hofman Jr., *McCall's'* general promotion manager. Kurt Lassen will move over from the *McCall's* pattern division to succeed Mr. Hofman.

• **Executives of The American Weekly, New York Mirror, New York Times** and Neo Gravure Printing Co., a Weehawken, N.J., printing company, admitted to the Senate rackets committee last week that they had paid tribute to union extortionists during a trucking strike in 1948 in order to get deliveries. The rackets committee estimated that Neo Gravure, a subsidiary of Cuneo Press, paid at least $300,000 in cash, gifts and other bonuses, including at least $73,000 collected from the three New York newspapers.

• **21 Brands Inc.** has launched a market-by-market advertising campaign for Ballantine's scotch whisky in a new quart bottle. Advertising, which broke this week in the *New York Herald Tribune* and *New York Times*, will be extended to New England and midwestern cities within the next few weeks. The new quart also is being tested in California. It is the first premium scotch to be marketed in quarts in New York. Cunningham & Walsh is the agency.

• **Mead Johnson & Co.,** Evansville, Ind., and Thomas Wainwright have ended their relationship. Mr. Wainwright and the Mead Johnson institutional advertising account both moved last month to Kastor, Hilton, Clifford & Atherton from Wentzel, Wainwright, Poister & Poore (AA, April 6). Not ascertained at ADVERTISING AGE's press time were the future of Mead Johnson's institutional advertising program, and Mr. Wainwright's status at Kastor, Hilton. Mead Johnson said it is not seeking an agency for its institutional advertising.

• **Erwin Wasey, Ruthrauff & Ryan** has decided not to continue to handle the Air Force coupon operation through 1959 in connection with Recruiting Target advertising, as the Air Force had requested (*see earlier story on Page* 105). It was thought likely that the Air Force would take over the operation.

• **Melvin Birnbaum** has resigned as exec vp of Knomark Inc., Revlon subsidiary which makes Esquire shoe polishes. He had been with the company for 13 years, and had been in charge of marketing for the past three and a half years.

• **S. K. Lectrolite Co.,** Chicago, tool maker, has named the Biddle Co., Chicago, as its new agency, effective July 1. Central Advertising Agency, Lima, O., is the former agency.

• **Walter A. Barker,** formerly in the national advertising department of the *Des Moines Register* and *Tribune*, has been named national advertising manager of the *Journal Star*, Peoria, Ill. He succeeds Orville Summers, who has been named credit manager.

• **The Census Bureau,** at the request of the American Newspaper Publishers Assn. and the bureau's newspaper advisory committee, will include in its May population survey special questions covering purchases of daily and Sunday newspapers. The results are expected to provide the first comprehensive national statistics on newspaper buying, via home delivery or purchase at a newsstand or other retail outlet.

$6,000,000 Dristan Account Shifts to T-L

(*Continued from Page* 1)

now a three-man television service operation—to handle the new business. Arthur E. Tatham, chairman of the board, said, "We intend to build a compact but complete team of creative and marketing people to work on the account in New York, backed up by the agency's complete Chicago facilities."

■ It was thought that the expansion would bring the office to more than 15 people. Advertising for Kolynos toothpaste, a Whitehall product acquired by the agency a year and a half ago, will be transferred to the New York office. (Kolynos, incidentally, went to T-L when Whitehall summarily lifted it out of Grey Advertising Agency after Grey's president, Arthur Fatt, told a tv interviewer that he used Crest toothpaste.)

The Tatham-Laird announcement took pains to point up Dristan's volume. "Dristan billings in 1958," it said, "came to $6,088,181 in three media alone, broken down as follows: $5,450,583 in spot and network tv; $488,654 in newspapers, including Sunday supplements, and $148,944 in magazines. Other media and test product budgets accounted for still more."

■ Agency Chairman Bryan Houston told ADVERTISING AGE that "the actual billing here was $5,700,000." The two test products in the account are Dondril cough remedy and Soothol antiacid.

In contrast with most account switches of this magnitude, outsiders were hard put to it to offer possible explanations. Characteristically, American Home Products was saying nothing, and the Houston agency said it had agreed with the client to make no comment.

■ The role of Harold D. Frazee, vp and Whitehall account supervisor at Houston, appeared to be significant but obscure.

Mr. Frazee, it is generally believed, will move to Tatham-Laird along with his wife, Joan Sommerville, who is Whitehall account executive at the agency, but this could not be confirmed.

Miss Sommerville said, "We have not been told if we are 'moving over'." Mr. Houston said, "I hope he does move over," adding that he considered Mr. Frazee a good drug man.

A specialist in package goods marketing, Mr. Frazee was a vp at Scheideler & Beck for five years before joining Houston two years ago in his present capacity.

■ Mr. Frazee told AA today, "I was fired from Bryan Houston on April 30." In response to a question, he said that his wife was also fired "a few days ago."

Mr. Houston commented, "I told Mr. Frazee that he was better off resigning when he did," adding, "I'm not going to get into a contest with him." Miss Sommerville, he said, "has never been fired" and is "still on the payroll."

■ Mr. Frazee's contacts with American Home Products go back

Harold D. Frazee

to the early 1930s, when he was a Chicago adman handling the Jo-Cur wave set account, which he built up prior to its purchase by American Home. He was president of his own agency in New York until World War II, when he went into the Office of War Information. Afterward, he joined Abbott Kimball Co. as a vp. In 1947 he left Kimball, with a fellow vp and account executive, Guiles Davenport, and they both teamed up with Walter Wiley, who had his own agency, to form Wiley, Frazee & Davenport, with Mr. Frazee as president. From there he moved to the old Scheideler, Beck & Werner agency.

■ During much of this time, he said today, he has worked on-and-off with various American Home products.

Miss Sommerville's advertising background, Mr. Frazee said, included stints at Pedlar & Ryan, Ted Bates & Co. and Erwin Wasey, Ruthrauff & Ryan before joining Houston abouut a year and a half ago as one of Mr. Frazee's assistants. Later he made her Whitehall account executive.

■ The Houston "resignation" is the second one for the agency in less than a year. Last July, one month after it lost the $4,000,000 Ajax account to McCann-Erickson, it resigned the remaining $2,000,000 worth of Colgate-Palmolive billings it had in Cashmere Bouquet products. It reported 1958 billings at $18,146,694 and said subsequently that they were growing. Its major account—one of the two with which it began business—is Nestle Co.

In March the agency was named to handle Macfadden publications.

■ For Tatham-Laird, the Dristan acquisition is the latest in an impressive new business streak that began last June, in which it picked up National Homes Corp., Clark Oil & Refining Corp., Serta Associates, Paxton & Gallagher Co. (Butter-Nut coffee), E. J. Brach & Sons and Formit Co. It reported $18,000,000 in 1958 billings and predicted $26,000,000 billings for 1959.

July 1 is the T&L's take-over date for the new Whitehall products. #

ROBERT H. LAMPEE, *formerly advertising director and assistant to the general manager of the Charlotte News, has been named advertising director of the Detroit Times. He joined the News in 1956 after having served as national advertising manager of the Pittsburgh Post-Gazette.*

LIVING
IS THE
ONLY
MAGAZINE
IN THE
HOME FIELD
THAT WILL
SHOW A
GAIN IN AD
PAGES FOR
EACH OF
THE FIRST
6 MONTHS
OF 1959

The Time Of Purchase Magazine
LIVING
FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION
575 Madison Ave., New York 22, N. Y.

Cervi Blasts 'Charming Con Men'

(Continued from Page 2)

hoping to get lucky; trusting not in inspiration but in hard work—we begin going over the product and the product story as if it were the scene of the crime," Mr. Olson said.

"Like those fictional detectives who go in after the police have searched an apartment a dozen times, we look for just one burnt match, one human hair, one trace of a clue," he said. "No detective ever searched more thoroughly, more clinically, more passionately than an account group struggling over the same old surface for the hundredth time, looking for just one foothold, one trace of newness

■ "If the product defeats us by vouchsafing no news, what do we do then? We re-examine our whole vocabulary about the product. Is there a new way to say the same thing?

"This is where we separate the men from the boys. This is the greatest creative area of advertising," Mr. Olson said.

■ Whit Hobbs, vp, Batten, Barton, Durstine & Osborn, New York, drawled a challenge to the assembled admen: "People have grown smarter than we in advertising give them credit for being.

"The people we want most, aren't they the ones we're appealing to least? Even the boobs don't want to be treated like boobs.

"The amount of advertising in existence today is staggering," he said.

"And this has caused the average citizen to build up an immunity to advertising. People have learned to look at advertising and not see it. They have learned how to hear commercials and yet not listen. In one head and out the other.

"There is," he said, "a ho hum expectedness about so much of the stuff we do. The big smiling face. The giant package. The big familiar headline. The secret, hitherto-unheard-of miracle ingredient. Who do we think we're kidding?"

■ Looking ahead into the 1960s, Mr. Hobbs suggested that advertising must move toward simplicity, friendliness, and freshness.

"Let's surprise 'em in the '60s," he urged. "Let's find children who talk like children—and say things that children say, instead of 'Gosh all jiminy, nice Mommy, this cough syrup tastes as good as the syrup you put on icey cream."

"Suddenly it's 1960. Time for creative people to feel itchy and dissatisfied with what we're doing. Time for us to stop being so darn popular. A copywriter used to be socially unacceptable. A cocky, outspoken slob who was kept under wraps; seldom invited to meetings, never invited to luncheons.

"Suddenly it's 1960, and, according to Vance Packard, copywriters have climbed the status scale. We are now 'way the hell up there with bank cashiers and professors in small and municipal colleges. We are not only invited to luncheons; we're invited to speak.

"During the 1950s the creative man has lost the chip on his shoulder. Success has made him courteous, obedient, cautious. Thin tie, thin skin. He has moved to the suburbs, bought a boat, which he is careful not to rock," intoned Mr. Hobbs.

■ Mel Hattwick, advertising director, Continental Oil Co., stressed believability as the "priceless ingredient" of advertising. It is not enough that an ad state truth, he said, because the consumer is not so much guided by the truth of an ad as he is by his emotional reaction to it. And this, he said, governs whether or not he believes it—even if it is provably true.

"Some advertising people," he said, "have found that whether their ads are legally truthful or not, if there is a feeling on the customer's part that exaggeration exists, that superlatives are questionable, that bad taste is there—then customers don't believe.

"And when they don't believe, they don't buy."

■ Why do admen persist in turning out unbelievable ads even though acknowledging in principle that their copy should be believable? Because, Mr. Hattwick explained, admen use their work as an expression of their egos.

"Yes, advertising is one of the few outlets left where man can exhibit his ego without fear of prompt disapproval from the public," Mr. Hattwick said. "Such disapproval comes eventually, but not immediately. And meanwhile the advertiser is lulled by a false sense of security in what he has said.

"Right now, if you're listening carefully, you can hear your ego saying, 'He's right, boss. Some folks sure do let their claims get out of hand. In fact, look what I clipped out of the paper this morning. Look what our competitor Jones is saying. Just read this! Let's show him, boss!'

"And you and I do. And the race for claims is on.

"Like youngsters with chips on our shoulders we dare each other to top our latest claims," Mr. Hattwick said.

"Who's laughing? Customers."

■ Tom Adams, president, Campbell-Ewald Co., told the session that agency managements must do their utmost to make it possible for their creative people to do their best work.

One thing "we can do for creativity," he said, "is to get it out of the departments and into the open.

"For creativity," he said, "isn't a departmental thing any more than punctuality or reliability are departmental things. We don't have punctual departments or reliable departments, and we certainly shouldn't have creative departments.

"Creativity in the advertising agency isn't the exclusive domain of copywriters and art directors and radio and television producers. And membership in a 'creative department' doesn't make a man creative, any more than membership in—say—accounts receivable makes a man non-creative," he said.

■ He said Campbell-Ewald prefers a flow chart to an organization chart in setting forth its operations. "All too often," he said, "in many agencies a good copywriter, art director or merchandising idea man will attempt to 'climb out' of his specialty and into something for which he is perhaps unfit, simply because it carries a bulkier title or a bigger paycheck."

■ Mr. Hattwick's stress on believability was underscored by Harold C. Martin, assistant vp, Mountain States Telephone & Telegraph Co., who declared, "Anything that encourages doubt and suspicion or insults the intelligence is almost certain to hurt the product.

"In addition," he said, "it hurts advertising itself."

■ Paul Beach, advertising manager, Union Pacific Railroad, urged the advertising men present to work to improve the "advertising climate in government."

"A favorable advertising climate," he said, "is the sum total of the climate we create each day on our own jobs.

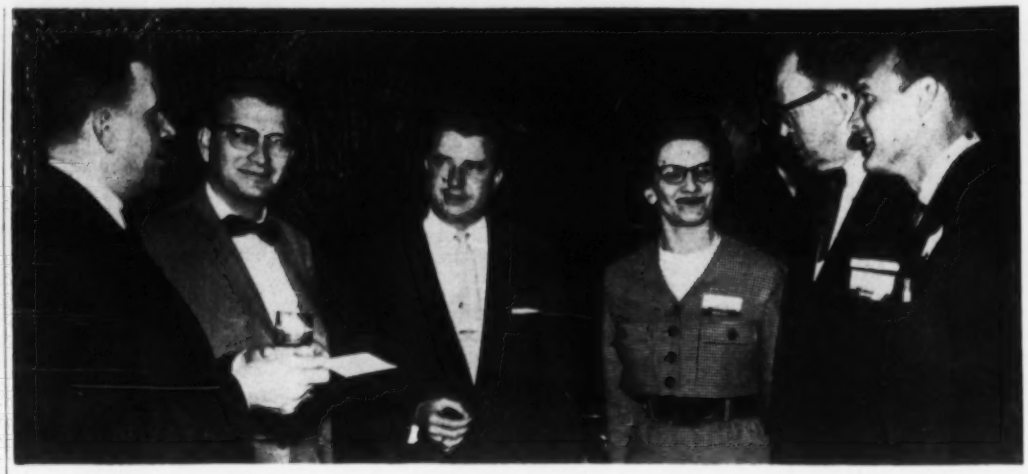
"But to help create a favorable advertising climate in government, we will have to assume our share of the 'political responsibility of business men'—we'll have to learn the 'political facts of life,' as that adman-congressman, Bob Wilson, said at the Four A's meeting" (AA, April 27).

A rapprochement of AFA and AAW was the subject of a number of comments, and it made progress to the extent that there was a considerable amount of joint meeting by the directors of the respective organizations. Dick Ryan, senior vp of AAW, urged that the liaison committee of the two groups be aroused to greater activity.

■ The Advertising Club of Denver walked off with three of AFA ninth district's four club awards, for education, public service and pr for the advertising profession. The award for publicizing the contribution of advertising went to the Advertising & Sales Executives Club of Kansas City.

District adman of the year honors went to John Oakson, ad manager of Hallmark Cards and president of Osborne-Kemper-Thomas, Kansas City. Jane Alexander, secretary of the Iowa Farm Bureau Federation, Des Moines, was named adwoman of the year.

Don Clark, Security Mutual Life Insurance Co., Lincoln, Neb., was named the new governor of the ninth district. Other officers elected: Del Stone, Sioux City, 1st lieutenant governor; Dick Dodderidge, Kansas City, 2nd lieutenant governor; Tom Bashaw, Wichita, 3rd lieutenant governor; Marge Van Horn, Lincoln, secretary, and Ariel Parker, Denver, treasurer. #



Fondren Sills Mulvey Peterson Beach Hamill

EAST-WEST—*As AFA, AAW and Four A's people met on common ground (albeit at an altitude of one mile) in Denver, one group included Lee Fondren, KLZ, Denver, retiring AFA district governor, who was made an admiral in the Nebraska navy; Malcolm Sills, Ball & Davidson, Denver; Tom Mulvey, KOA, Denver; Frances Peterson, Salt Lake City, AAW vp at large; Paul Beach, Union Pacific Railroad; and John Hamill, KLZ. For additional pictures of the meeting see Page 74.*

For 1st Time, U.S. Shops Are Shut Out in Layton Awards

(Continued from Page 2)

awards, including the top award of the Layton Trophy for the best press ad of 1956, during the five years of the contest.

■ Mather's nearest rival is Dolan, Ducker, Whitcombe & Stewart, which has won five awards, including the Layton Trophy for the best press ad of 1955.

Other awards besides that to Sells Ltd. for the top ad of the year (AA, March 9) went to:

- **Dorland:** Food and drink color ad for Booths Distillers Ltd.
- **Richmond Towers:** Clothing and household b&w ad for Rotaflex lamp shades.
- **Gee Advertising:** Clothing and household color ad for Simpson & Godlee.
- **John Hobson:** Toiletries and chemical b&w ad for Goya Ltd.
- **Auld & Tilbury:** Toiletries and chemical color ad for Shell Petroleum Ltd.
- **Pritchard, Wood:** Engineering and transport color ad for Pilkington glass.
- **James A. Hodgson:** Prestige etc. color ad for The Louis Reece Group.

Leading U.S. agency over the five years of the contest is J. Walter Thompson with four awards, including one Layton Trophy for the best press ad of 1957. McCann-Erickson also has four awards. #

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Edward L. Grayson: Sales Manager for the Daven Company – a leading designer and manufacturer of transistorized power supplies, precision wire wound resistors, rotary step-type switches, attenuators and test equipment.

Ed Grayson takes the stand for electronics

Mr. Grayson, what is the principal marketing and merchandising problem you face in selling goods in the electronics industry?

My principal sales problem involves getting the message of what we're selling to the greatest number of people who can buy our products – to people that may be in a back room or engaged in new project activities – to people who are inaccessible to our sales force or to our manufacturers' representatives.

How does electronics magazine help you to resolve your sales problem?

We feel that electronics is one of the primary means to reach these engineers whom our sales force cannot contact. electronics has long been recognized as one of the outstanding media for announcing and promoting new products. For years we have advertised on the inside back cover to: (1) solidify our position with present customers, and; (2) seek out new prospects.

What "publication image" comes to mind when you think of electronics, the magazine?

Due to the fact that electronics is one of the earliest publications to serve the industry, its advertising pages have greater influence than some of the new publications that have sprung up in recent years.

electronics is the keystone of our advertising campaign because we know engineers and engineering-management read electronics first. It carries more weight with our customers than any other publication. We spend more advertising dollars in electronics than any other medium.

If it's about electronics, read it in **electronics.**

electronics

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SUDDENLY THERE'S A NEW DIMENSION...

An advertising man said his wife had been calling his attention to recent issues of McCall's.

About the current May issue, he said he himself thought there was a sort of new dimension to it; a kind of breathtaking impact; it seemed to take for granted a mass audience of women could have at least as broad a concept of beauty as of duty.

He said then, "This May issue has a nice compulsion about it. I wanted to go back through it again, to turn the pages all over again, with pleasure. I had the feeling McCall's was very likely now the most impelling and beautiful women's magazine —for women, and for advertisers."

Expressions of deep satisfaction have come generously from every advertising quarter. And from women also: for the March and April issues, both, were sold out at the newsstands.

And the total circulation in recent months has gone comfortably, and without any kind of pressure, over five million five hundred thousand.

THE MAGAZINE OF TOGETHERNESS